ARCHIE SERIES

APPROVED BY THE COMICS CODE AUTHORITY

15¢

AUG. NO. 171

MAC

Jughead

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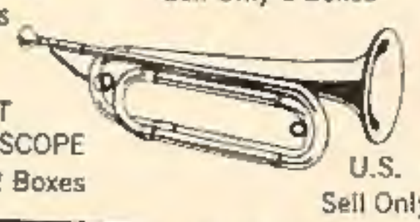

U.S. BUGLE
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CUT OUT • FILL IN • MAIL NOW • NO STAMP NEEDED

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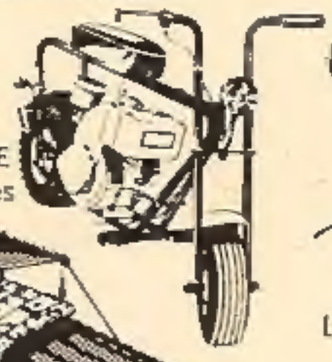

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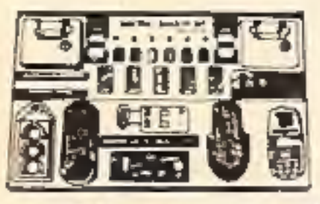

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YOU CAN GET THESE and many, many other big prizes—or cash—simply by selling beautiful Olympic IMPRINTED CHRISTMAS AND ALL-OCCASION CARDS. The Olympic way is the IN way! Here's why . . .

OLYMPIC SAMPLE BOOK IS FREE! It contains samples of fast-selling Olympic cards — and it's yours to keep. We don't send you boxes of cards in advance. With Olympic, you never have to worry about paying for, or returning, boxes you don't sell.

OLYMPIC CARDS ARE IN! The Imprinted Christmas Cards and the All-Occasion Cards are of such high quality they practically sell themselves. All you do is show your attractive Sample Book to friends, relatives, neighbors . . . and take their orders. Olympic cards sell for only $2.75 a box—and they're worth much more! Sell enough boxes to get all the prizes you want—or keep $1.00 per box.

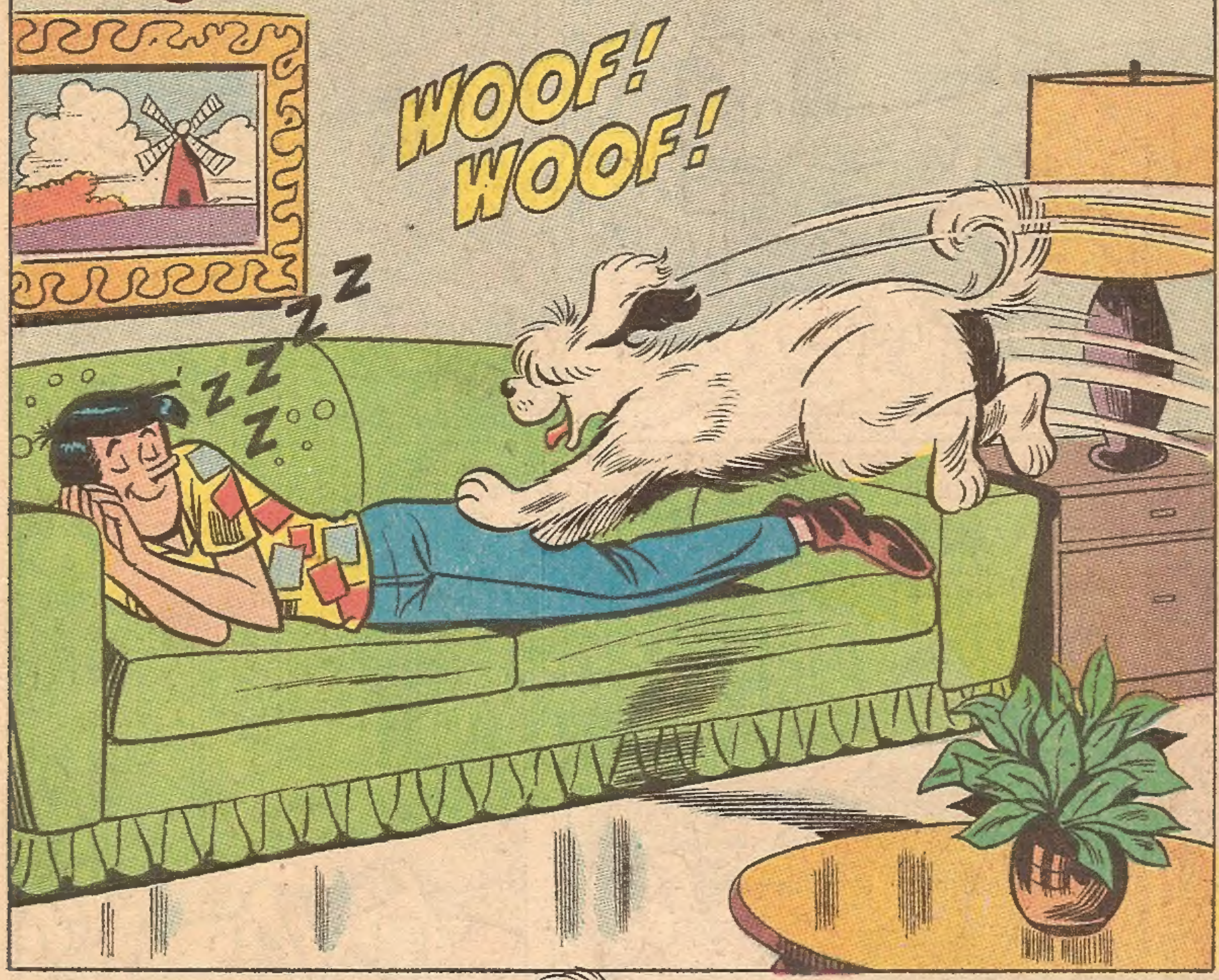
IT'S EASY TO JOIN OLYMPIC! Just fill in and mail the postcard! No postage is required. We'll send you the free Sample Book, free Membership Card and free Catalog of Prizes. There's ABSOLUTELY NO COST TO YOU! Don't wait . . . join now . . . it's easy!

BE THE FIRST IN YOUR NEIGHBORHOOD—JOIN OLYMPIC NOW!

OLYMPIC SALES CLUB, INC., Dept. 69AC6, Windsor Locks, Connecticut 06096

Jughead

IN "Man's Best FRIEND"



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NOW GET OUT OF HERE! YOU BIG PEST!

WHY ARE YOU SHOUTING AT THE DOG? HE ONLY WANTS TO PLAY!

PLAY? HE SCARED THE DAYLIGHTS OUT OF ME! YOU CALL THAT PLAYING?

-AND, IT TOOK ME SO LONG TO FALL ASLEEP! I'LL NEVER GET BACK TO SLEEP

I MIGHT AS WELL HAVE A LITTLE SNACK!

WHAT ARE YOU LOOKING AT? GET AWAY FROM ME! I'M MAD AT YOU!

YOU WOKE ME UP JUST WHEN I WAS ABOUT TO BECOME A BIG SHOT TYCOON IN THE STOCK MARKET.!

WOOF! WOOF!

I OWNED ALL THE SHARES OF "HAMBURGERS UNLIMITED"!

HOME SWEET HOME

HOT DOG!!

CHOMP! CHOMP!

HOT DOG.! COME BACK WITH MY SANDWICH.!

MOM.! DID YOU SEE WHAT THAT DARN FOOL HOUND DID? --HE RAN OFF WITH MY SANDWICH.!

THAT'S THE LAST STRAW! OUT YOU GO!

IF YOU'RE SUPPOSED TO BE AN EXAMPLE OF MAN'S BEST FRIEND- I'D HATE TO SEE HIS ENEMY!

OOF!

THUMP!

THAT CRAZY FLEA FACTORY ...I GOT A GOOD MIND TO GET RID OF HIM!

SLAM!

MAYBE NOW I CAN GET SOME SLEEP!

R-RINNGG!

WHO THE HECK IS THAT? ...IS HE RINGING DOOR BELLS NOW?

ETHEL!! WHAT DO YOU WANT?

HI, JUGGY!

WILL YOU STEP OUTSIDE FOR A MINUTE ? I WANT TO SHOW YOU SOMETHING !

?

ALL RIGHT ! I'M OUTSIDE ! NOW WHAT ?

KISS ME !!

I WANT YOU TO GIVE ME A NICE BIG FAT KISS !

YAK !

STOP FIGHTING ! ALL I WANT IS A KISS !

HALP !

GROWLLL !

ULP !

GRRR !!

EEP !

GRRRR!

JUGHEAD! GET HOT DOG AWAY! TELL HIM I'M YOUR FRIEND!

MY FRIEND? I WONDER?

I ONLY TRIED TO KISS YOU BECAUSE THE GIRLS BET ME A SODA THAT I COULDN'T!

HMMM...

ALL RIGHT, HOT DOG! CALM DOWN!

GRRR!

THAT CRAZY DOG!

HOT DOG! YOU'RE A GREAT LITTLE BUDDY! I DIDN'T KNOW WE HAD SO MUCH IN COMMON! BESIDES LIKING FOOD, WE'RE BOTH GIRL HATERS!

CHOMP!

CHOMP!

END

"Popsicle "Fudgsicle" "Creamsicle" "Dreamsicle" "50-50" and "Sicle" are registered trademarks of Joe Lowe Company, Englewood, N. J. 07631

It's not Summer without it.

Always look for the red sicle ball, sign of the real thing.

Archie Club News

ARCHIE CLUB MEMBERS, send in your news reports and win cash prizes in the Archie Series Magazines.
Please address all letters or postcards to ARCHIE CLUB NEWS, 1116 First Avenue, New York, N.Y. 10021

JUGHEAD NO. 171 AUGUST MEMBERSHIP — TWENTY-FIVE CENTS

FIRST PRIZE — $5.00

REPORTER
EDDIE GLYNN TUTT
3020 Dillard Street
Fort Worth, Texas 76105

Dear Archie,

A HORSE TO BE PROUD OF

There are many different temperaments found among horses in our stable. Some are slow in learning to jump and require much training. Some are anxious to get it over with and try to run right through the hurdles. But the only problem we had with my chestnut stallion, Shamrock, was that we couldn't turn him out in a field because he would go fence-hopping just for the fun of it.

Shamrock was always eager to jump yet completely calm and consistent in everything he did. It was just a matter of setting him straight at his fences and he would do his best. It never occurred to him that there was any other way.

Whenever Shamrock caught sight of a jump he seemed to say, "Hold your hat, kid, here we go!" Our tack room is simply littered with Shamie's many trophies and ribbons.

SECOND PRIZE — $3.00

REPORTER
CAROL VANDEN AKKER
10522 E. Riverside Drive
Bothell, Wash. 98011

Dear Archie,

Have you ever ridden a real live goat? I have. This fall, when we visited my uncle. He raises goats in Spokane, Washington.

The goat was white with big patches of black. It loved pecan tarts and lemon pie. He has very big hoofs. My brother walked behind one and got kicked. He was the only one on the block with black and blue knees.

THIRD PRIZE — $2.00

REPORTER
WANDA PORTER
20 Crescent Drive
Danbury, Conn.06810

Dear Archie,

I love you and your neat show so mueh. You and the gang are so groovy. Jughead and Hot Dog just zap me out. Reggie is so cute and keen. Your action-packed show is hilariously groovy. Every Saturday morning I zoom to the TV to watch your show. I'm getting your album this afternoon. I have your single and it's really gear. Keep up the good work!

FOURTH PRIZE — $1.00

REPORTER
LOUISA WATKINS
949 East 100 Place
Chicago, Ill. 60628

Dear Archie,

We once had some cats. There was the mother and her five kittens. We loved to pick them up and cuddle them, but everytime we did the mother let us know that she wanted no one to pick her kittens up. She reached up on her box and purred very loudly. When we heard this we put them down.

One day we went down to feed the kittens. We looked in the box and the kittens weren't there, just the mother. We were worried stiff. Then we heard some tiny purring. It sounded close, like it was coming from the couch. We pulled the couch out and there they were all crouched together in one spot.

It was quite obvious that she was trying to keep the kittens away from us. That goes to show just how smart cats really are.

FIFTH PRIZE — $1.00

REPORTER
NANCY E. WILLEY
2076 Kingswood Drive
Flint, Mich. 48507

Dear Archie,

I really like your show and the songs and dances. I know the words to your songs so when they come on I just sing along with the Archies. The dances are just great too, I try to do some of them, they are so much fun! Keep up the good work.

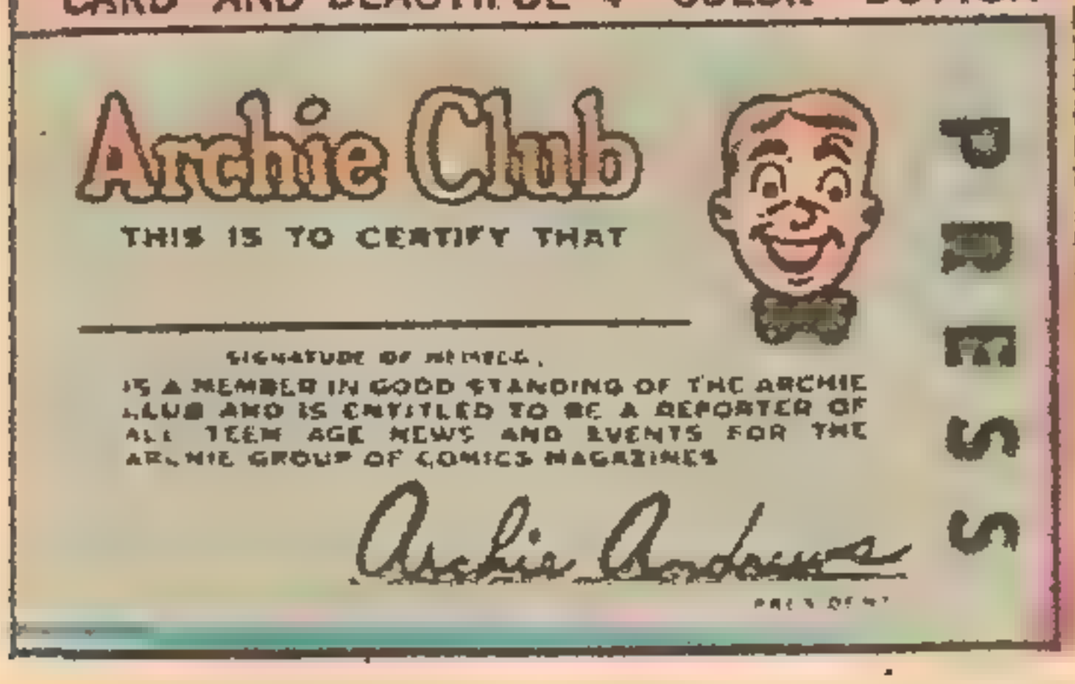
SIXTH PRIZE — $1.00

REPORTER
SUSAN ARKIN
9425 WEST BROADVIEW DRIVE
MIAMI BEACH, FLA. 33154

Dear Archie,

I watch the Archie show every Saturday morning at 10:00. I love to watch your show. I love to read your comics too. They are just fabulous. On your show you play fantastic records and your dances are just out-a-site.

EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON


Archie Club
THIS IS TO CERTIFY THAT
PRESS
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews

Be An Archie Club MEMBER

eligible to win cash prizes and a big byline in an Archie Series Comic! By joining the ARCHIE CLUB as an official reporter . . . you get a dressy, colorful Official ARCHIE CLUB BUTTON, and a handsome, authentic ARCHIE REPORTER PRESS CARD!

Fill out this coupon now and mail it with 25c in coin (to cover cost of handling) to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes.

ARCHIE CLUB
1116 First Avenue, New York, N.Y. 10021

Dear Archie: Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 25c in coin to cover the cost of mailing and handling. Send to:

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(PLEASE PRINT PLAINLY)

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

Don't miss Cadet's ROAD AMERICA 200. It's the summertime winner for all bike riders. Everyone — from 8 to 15 years of age—who rides 200 miles on his bike during summer vacation can win a prize. You start counting the miles on June 1, and you have until the last day of August to finish.

Road America 200 Jacket Patches
Every contestant who rides his bike 200 miles during the three-month period will be awarded the handsome jacket patch of a contest winner.

Ten Grand Prize Winners
New 10-speed racing bikes will be the grand prizes for the ten 200-mile finishers who write the most original endings to the sentence: "My bike speedometer helps me ride more safely because . . ." (Your reason must be written in 25 words or less. Winners will be chosen by a team of independent judges.)

Get ready for the June 1 start of the ROAD AMERICA 200. Get your free entry blank and ROAD AMERICA 200 bike decal at any participating bike shop, toy or department store in your neighborhood. The Road America 200 is sponsored by Stewart-Warner, makers of the famous Cadet bike speedometer.

The day you enter the contest, your dealer will fill in the starting mileage you have on your bike speedometer. (You are eligible with any make of bike speedometer — if you don't have a bike speedometer, your dealer can show you the type best suited for your bike.)

It's 200 miles of fun. Every contestant who finishes is a winner. Everyone who rides 200 miles during the summer has a big chance to be a grand prize winner.

Jughead in "HABIT BREAKER"

GOLLY! WHAT'S WRONG WITH JUGHEAD?

IT'S A TEST OF WILL POWER!

HE'S BREAKING A HABIT OF LONG STANDING!

HE HAS GIVEN UP HAMBURGERS!

HOLD HIM! THE PAIN IS GETTING TO HIM!

EASY, BOY!

ARCHIE SERIES

ONLY ARCHIE SERIES COMIC BOOKS CARRY THIS TRADE MARK!

HOW HORRIBLY AWFUL! IT MUST BE TORTURE!

HIS SYSTEM'S NOT ACCUSTOMED TO BEING WITHOUT THEM YET!

HOW LONG HAS HE BEEN OFF THEM NOW?

HE DECIDED TO QUIT FIFTEEN MINUTES AGO!

F-FIFTEEN MINUTES?!!?!!

OH... FOR...

OF ALL THE...

HE HAS A STRONG IMAGINATION!

HE ANTICIPATES THE TORTURE TO COME!

HANG ON! IN THE BEGINNING THEY'RE NOT TO BE TRUSTED!

IN THIS AGITATED STATE HE'D GO RIGHT BACK ON BURGERS IF WE LET HIM!

HEY! HE'S STOPPED STRUGGLING!

HE'S CALMED DOWN!

WHEW! I GUESS HE'S OVER THE WORST PART!

HE'S GOT IT MADE!

WHOOPS! HE'S GONE!

QUICK! THE NEAREST LUNCH COUNTER IS ON WEST STREET!

NO YOU DON'T, BABY!

HAMBURGER

BURGER BUN

LEGGO! YOU'RE KILLING ME! I'M STARVING TO DEATH!

NOT A CHANCE, JUG! WE'RE GONNA HELP YOU BREAK THIS HABIT!

BURGER BUN

YOU LIKE MONEY! I'LL GIVE YOU LOTS OF MONEY! JUST LET ME GO!

WE WON'T BE BRIBED!

(SIGH) OKAY! YOU WIN! TAKE ME HOME! MAYBE A NAP WILL EASE THE HUNGER PAINS!

WE'LL HAVE TO LOCK YOU IN YOUR ROOM, OF COURSE!

WAIT!

RIVER

RIVER

I WAS AFRAID OF SOMETHING LIKE THIS!

WE'D BETTER SEARCH THIS PLACE!

RIVERDALE

Beatles

MY! THEY DO GET SHREWD, DON'T THEY?

CUNNING AS A FOX!

GOOD NIGHT, PAL! IF YOU CAN JUST MAKE IT THROUGH TILL MORNING YOU'LL HAVE PROVED YOU HAVE WILL POWER!

I DON'T WANT WILL POWER! I WANT A BURGER!

AH! THREE A.M.! I KNOW A LITTLE ALL NIGHT STAND!

RIVERDALE

A SHORT JUMP OVER THE PORCH ROOF AND...

RRRING!

DON'T DO IT, JUG! REGGIE'S WATCHING YOUR HOUSE AND I'M CALLING FROM THAT ALL NIGHT STAND!

AWK!

NEXT MORNING ~

COME OUT, PAL! YOU DID IT! YOU DID IT!

WOW! LOOK AT HIM GO!

POP TATE! HEAT UP THE GRIDDLE!

QUICK, POPS! THE BURGERS! START 'EM COMING!

YOU HAVEN'T HEARD ABOUT THE MEAT TRUCKERS STRIKE! THERE'S NOT AN OUNCE OF HAMBURGER MEAT IN TOWN!

R-RRIP!

CHOMP! CHOMP!

HAMB R

DE-LUX

AAAA

JUGHEAD! YOU'RE EATING MY ADVERTISING POSTERS! THERE'S NO NOURISHMENT IN PAPER!

GIANT BEEF BURGER 60 ECIAL!

EASY, POPS! I'M NOT SURE IT WOULD BE SAFE TO CROSS HIM NOW!

The End

MAKE the SUMMER SCENE WITH BETTY AND VERONICA!

KIDS! DON'T MISS OUT ON THIS *ALL NEW* GIANT SUMMER SERIES!

IT'S LOADED WITH *LAUGHS AND CHUCKLES!*

DON'T DELAY! ...DO IT TODAY!

USE THIS COUPON AND TREAT YOUR FUNNY BONE TO THE FINEST IN COMIC ENTERTAINMENT!

MAIL TO: SUMMER FUN#164 % ARCHIE
1116 FIRST AVENUE
NEW YORK, N.Y. 10021

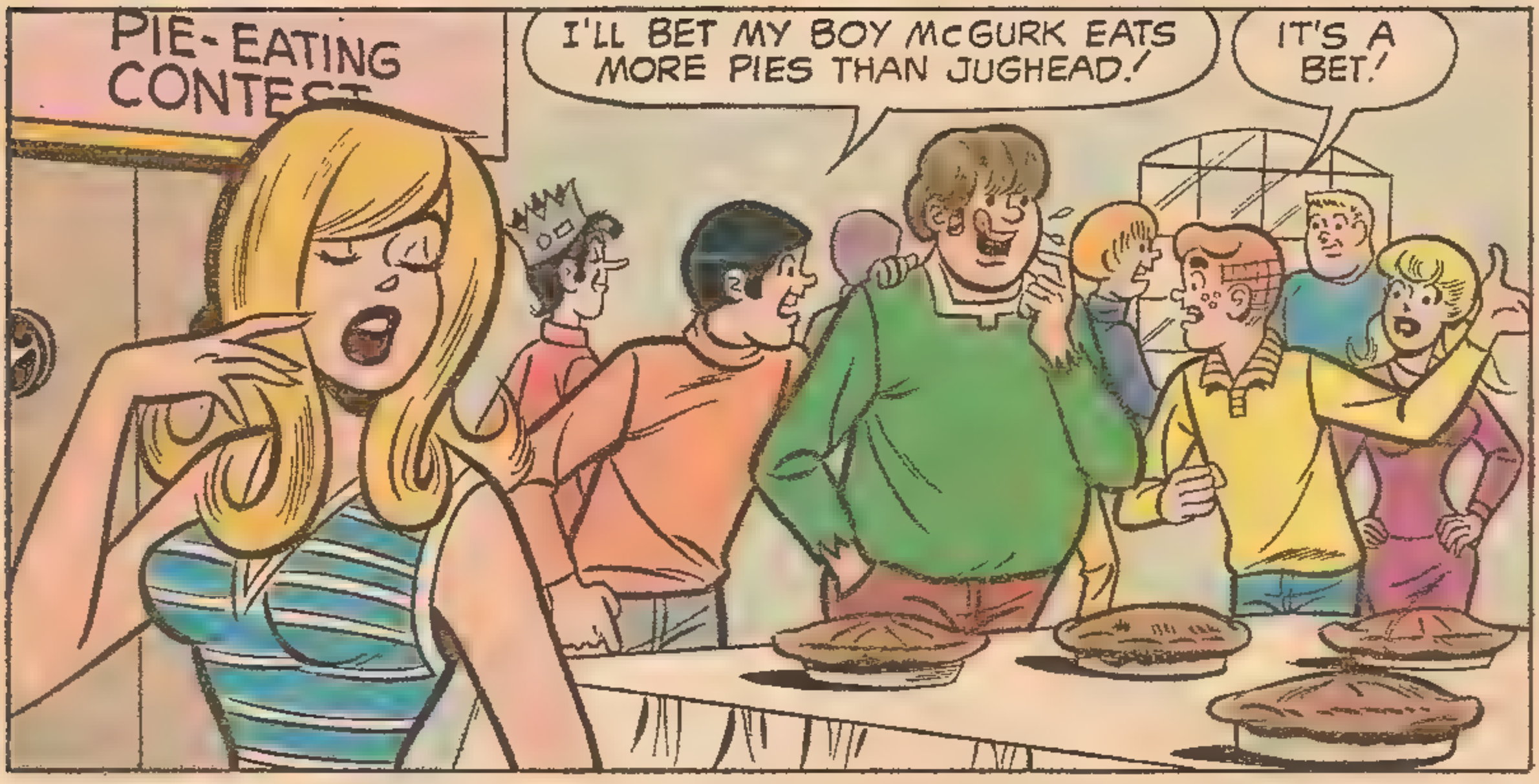
YES! SEND ME SUMMER FUN#164!
I ENCLOSE 25¢ IN COIN

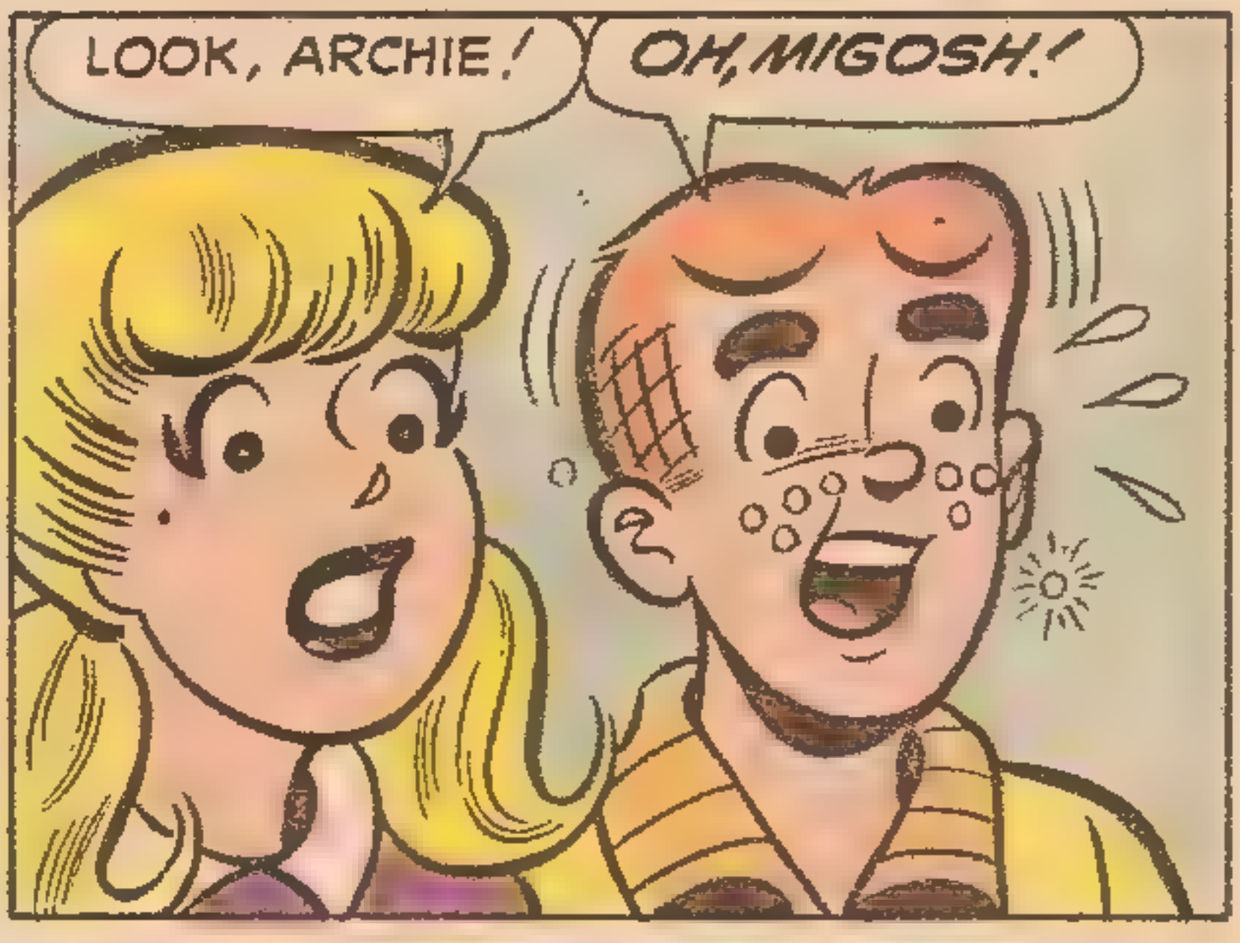
NAME

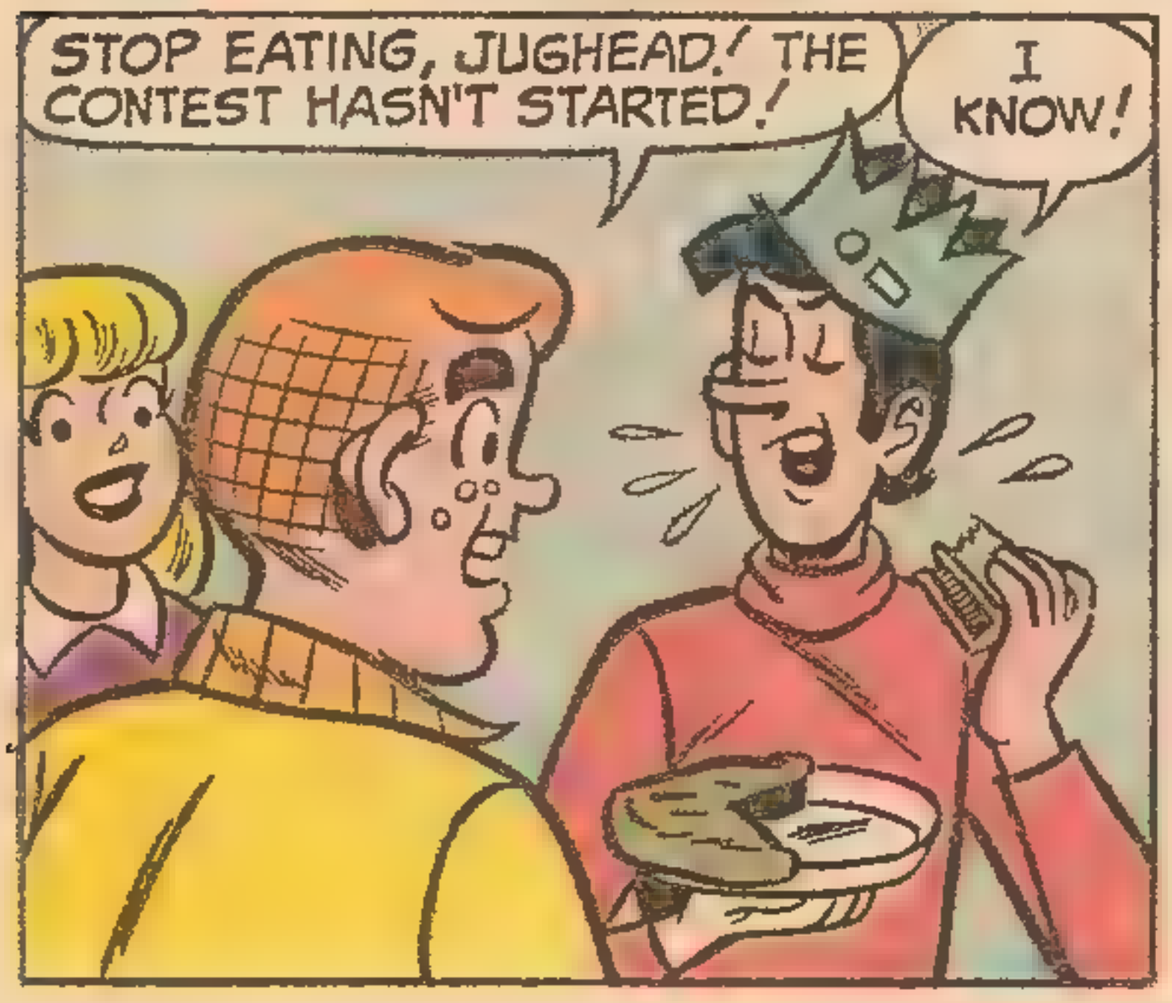
ADDRESS

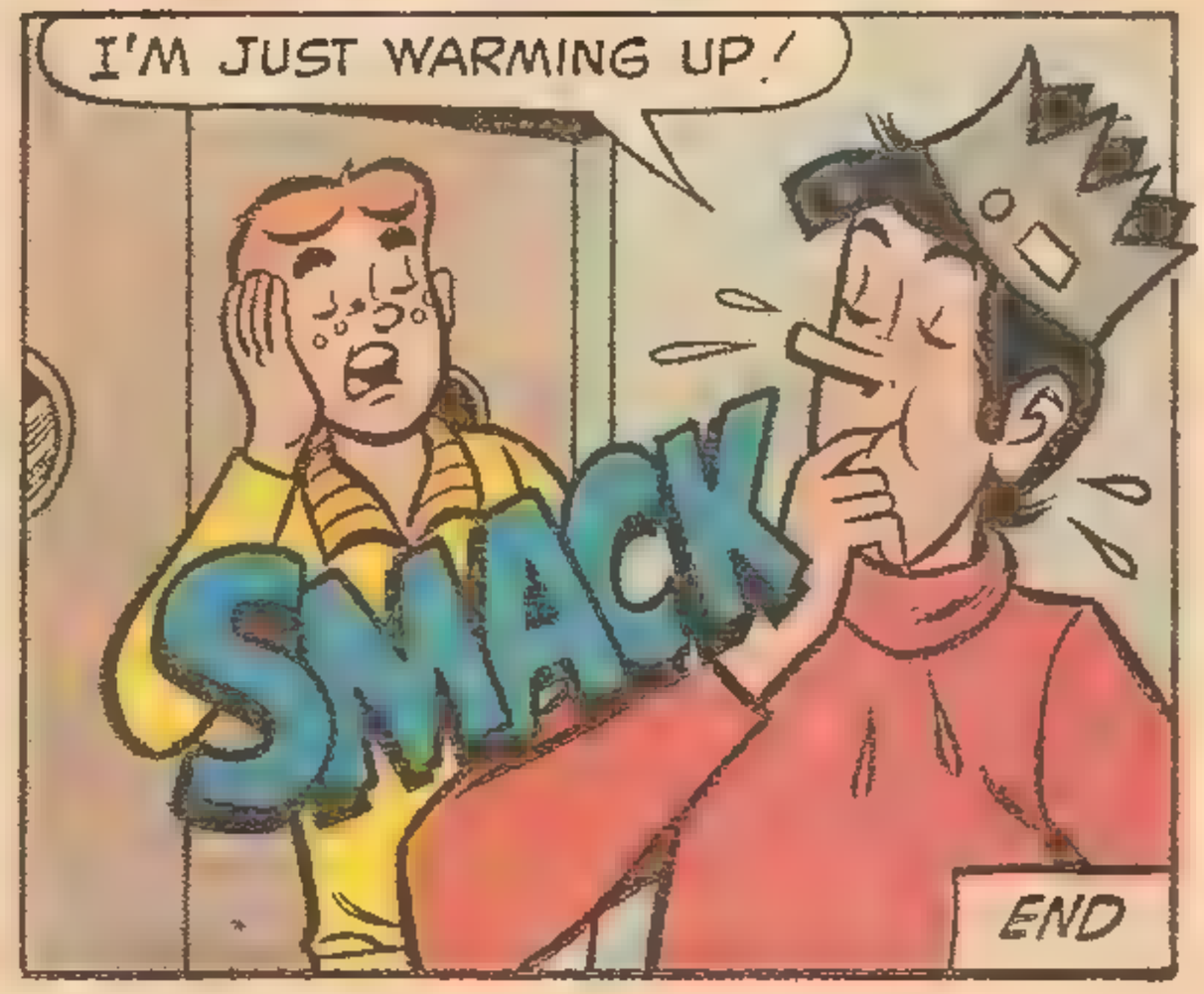
CITY STATE & ZIP

Jughead IN CHAMP SCAMP

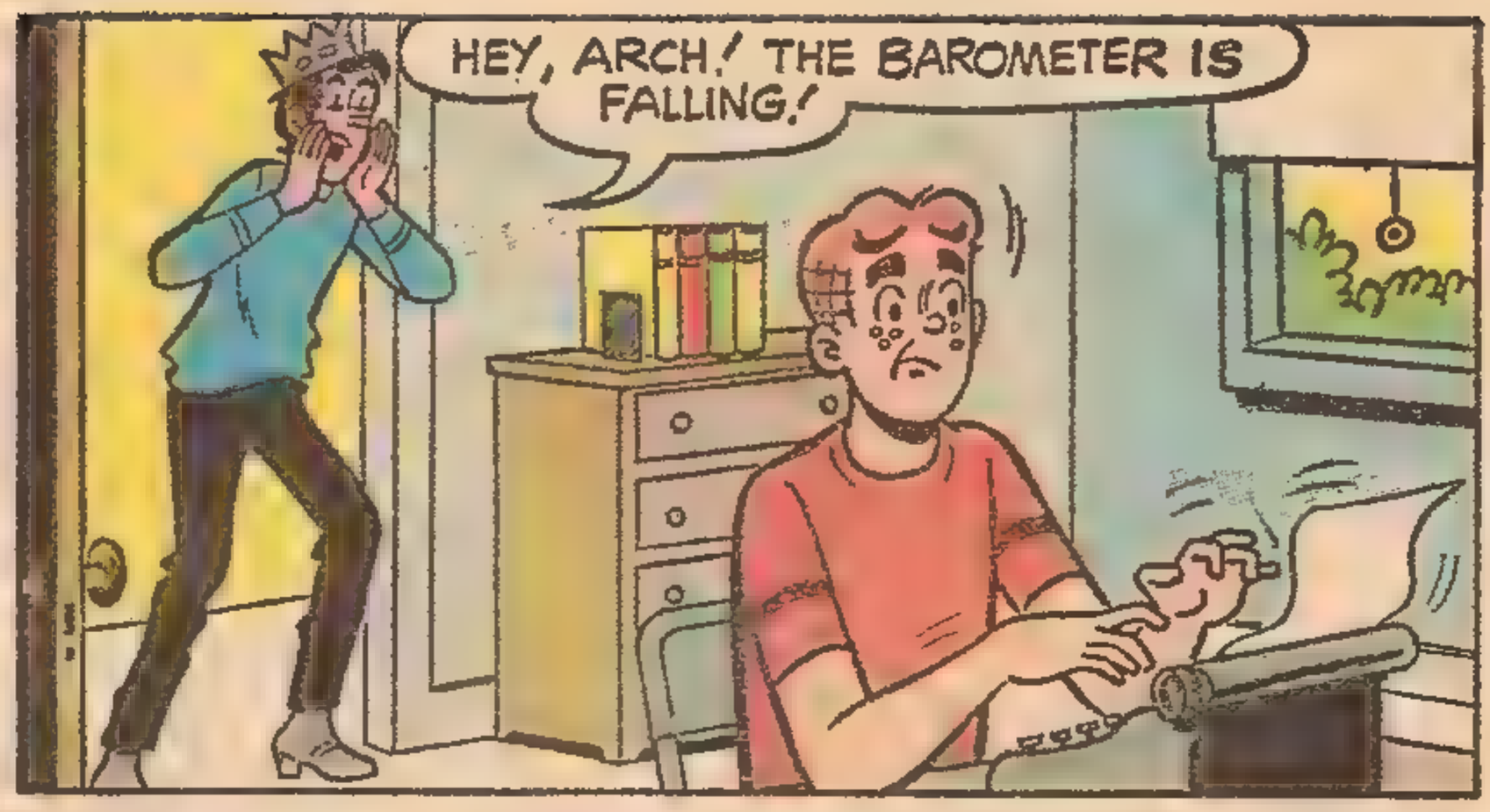


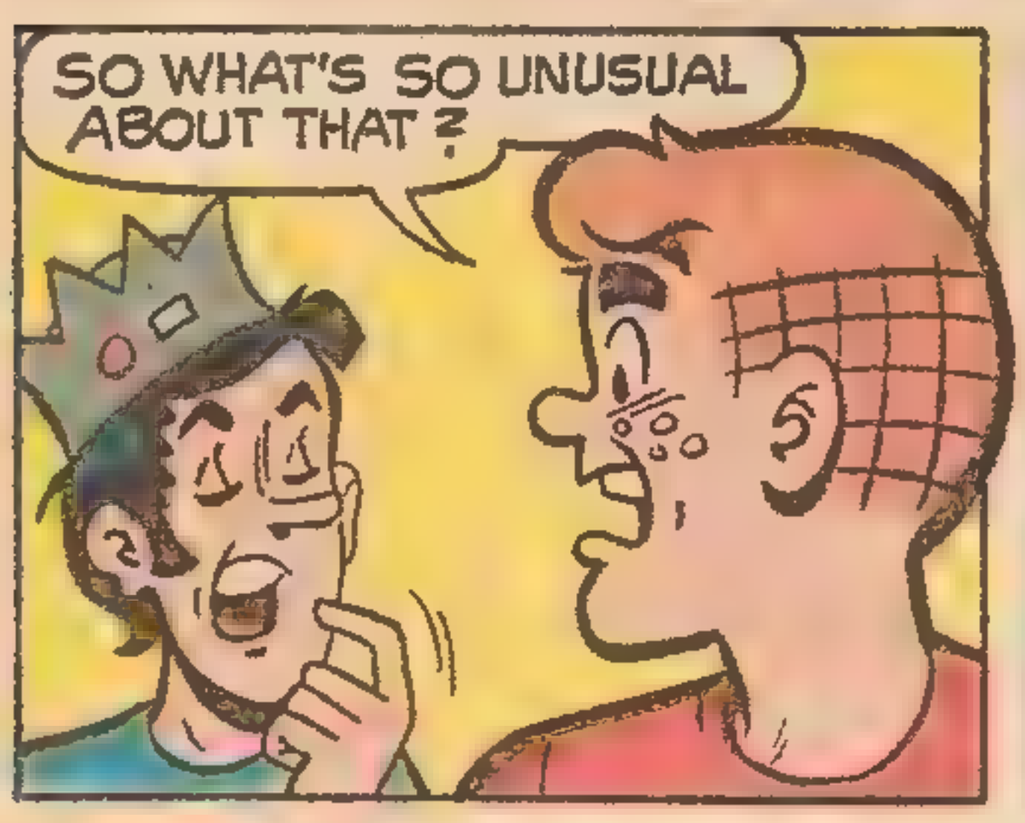


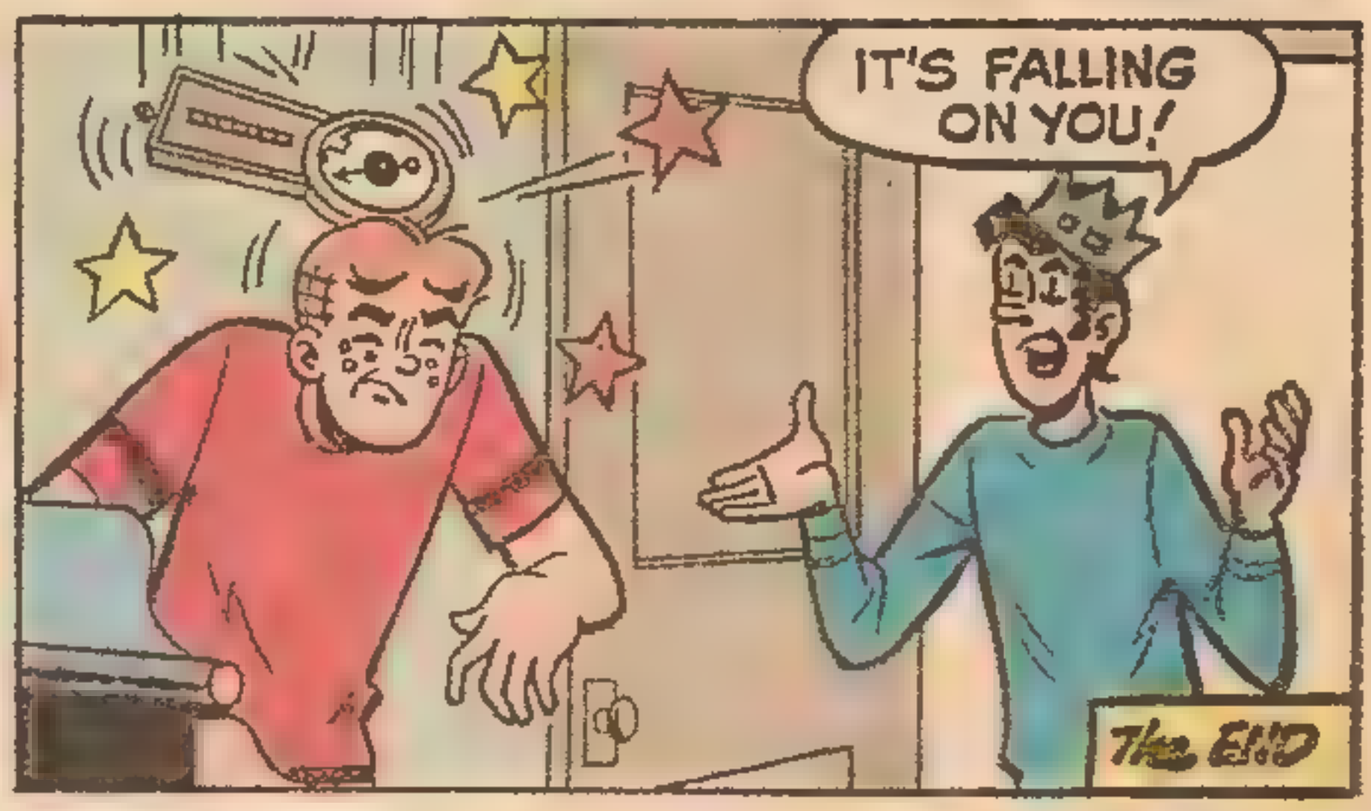




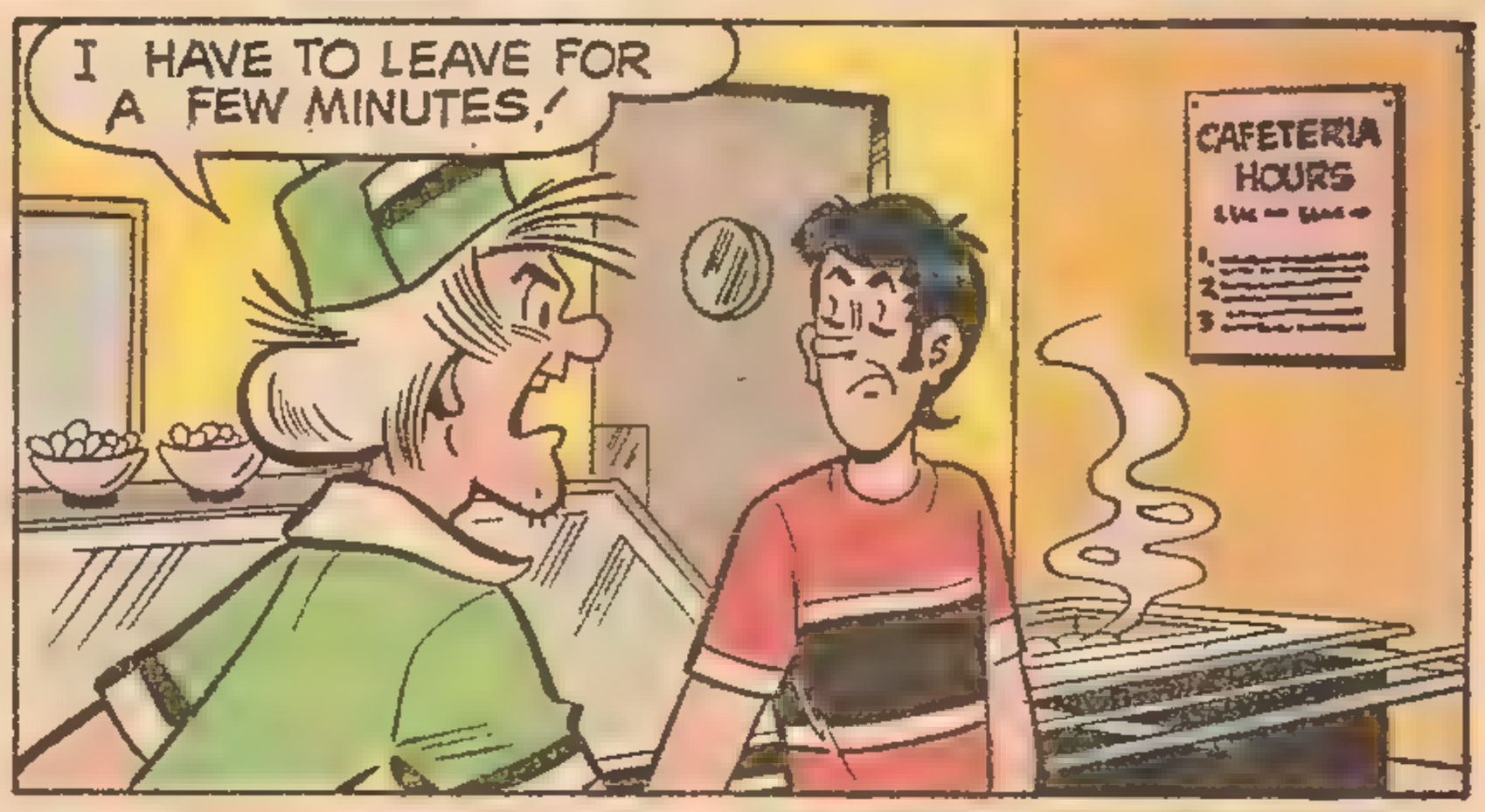
Jughead IN WEATHER TETHER







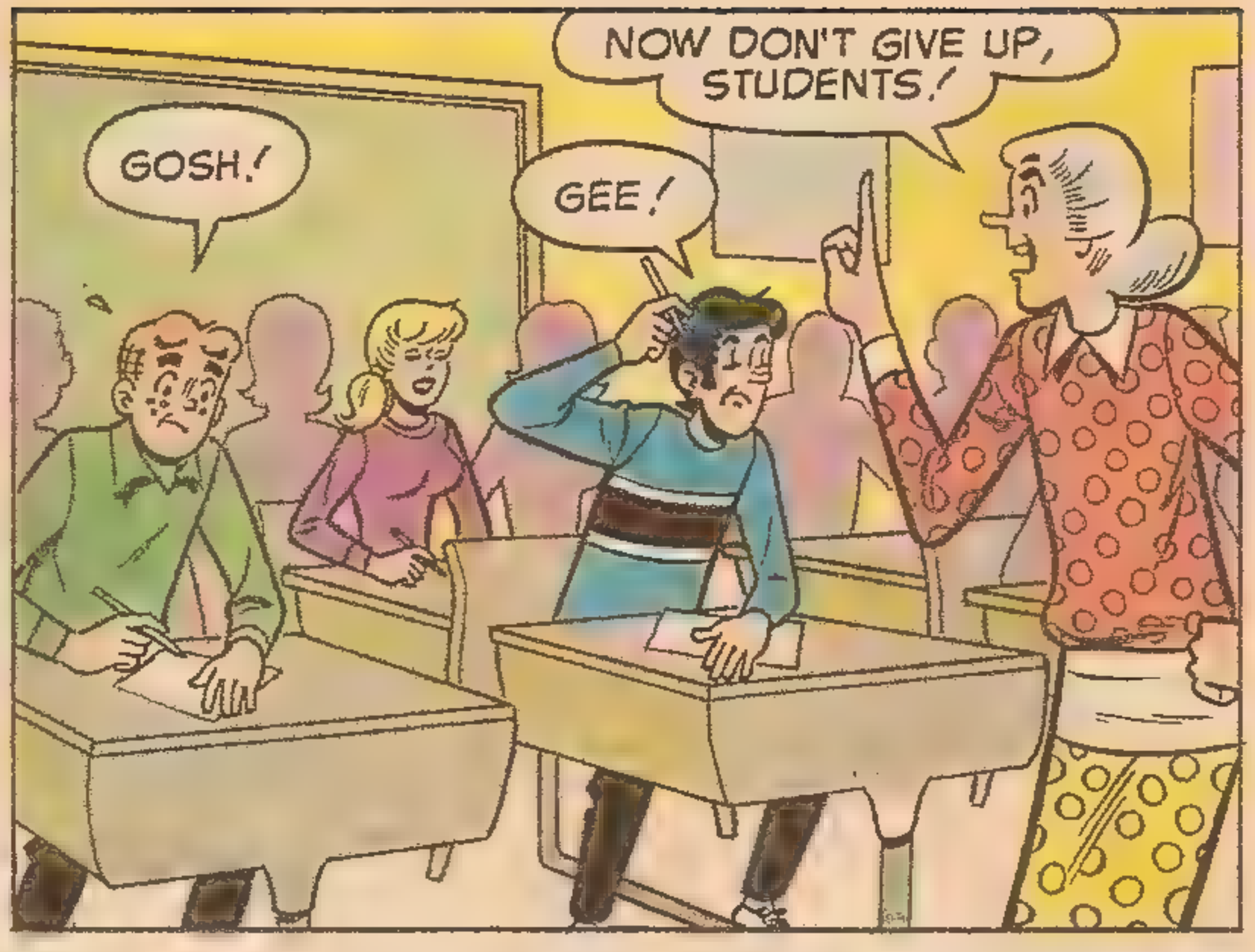
Jughead IN RARE CARE

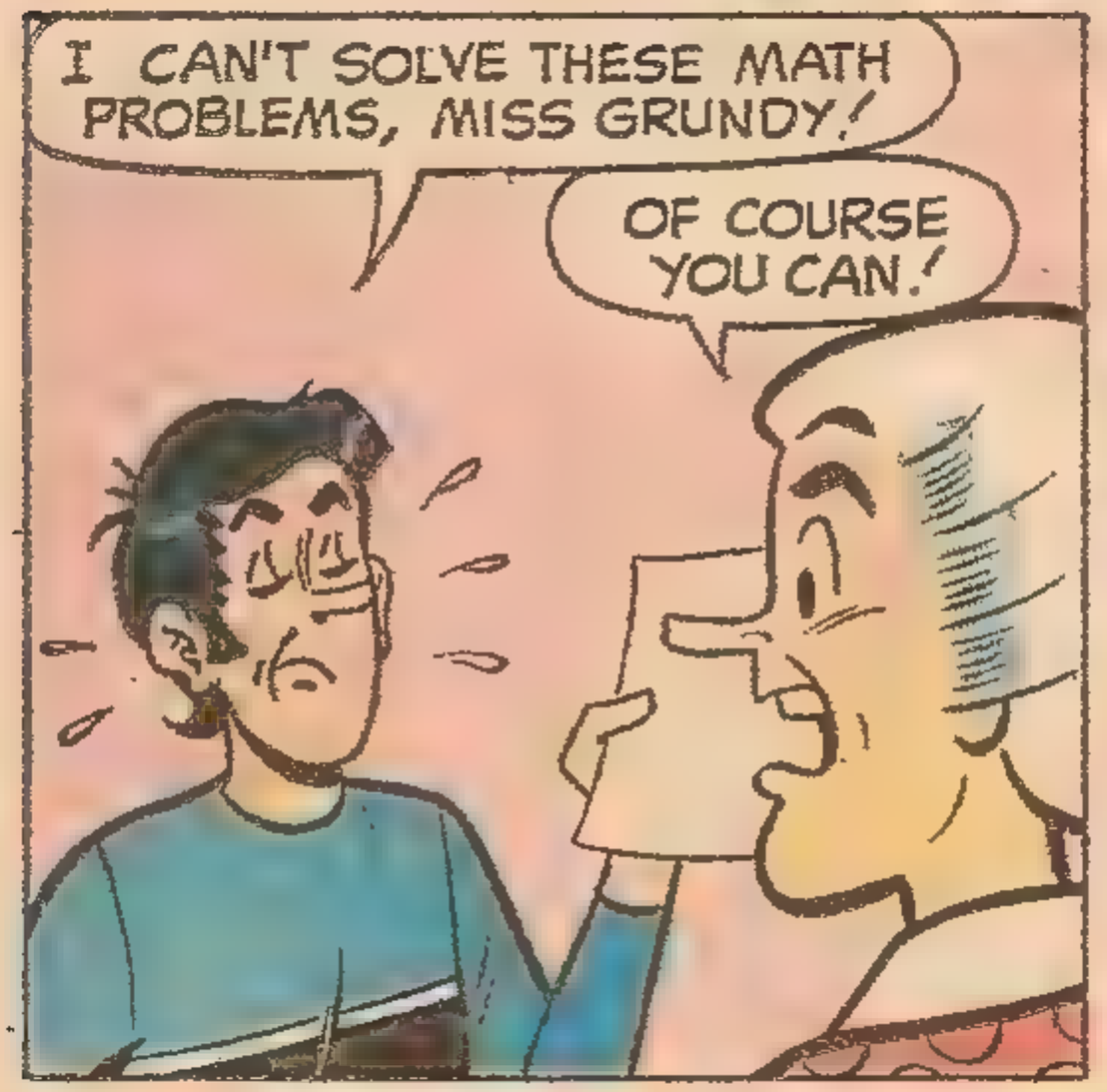


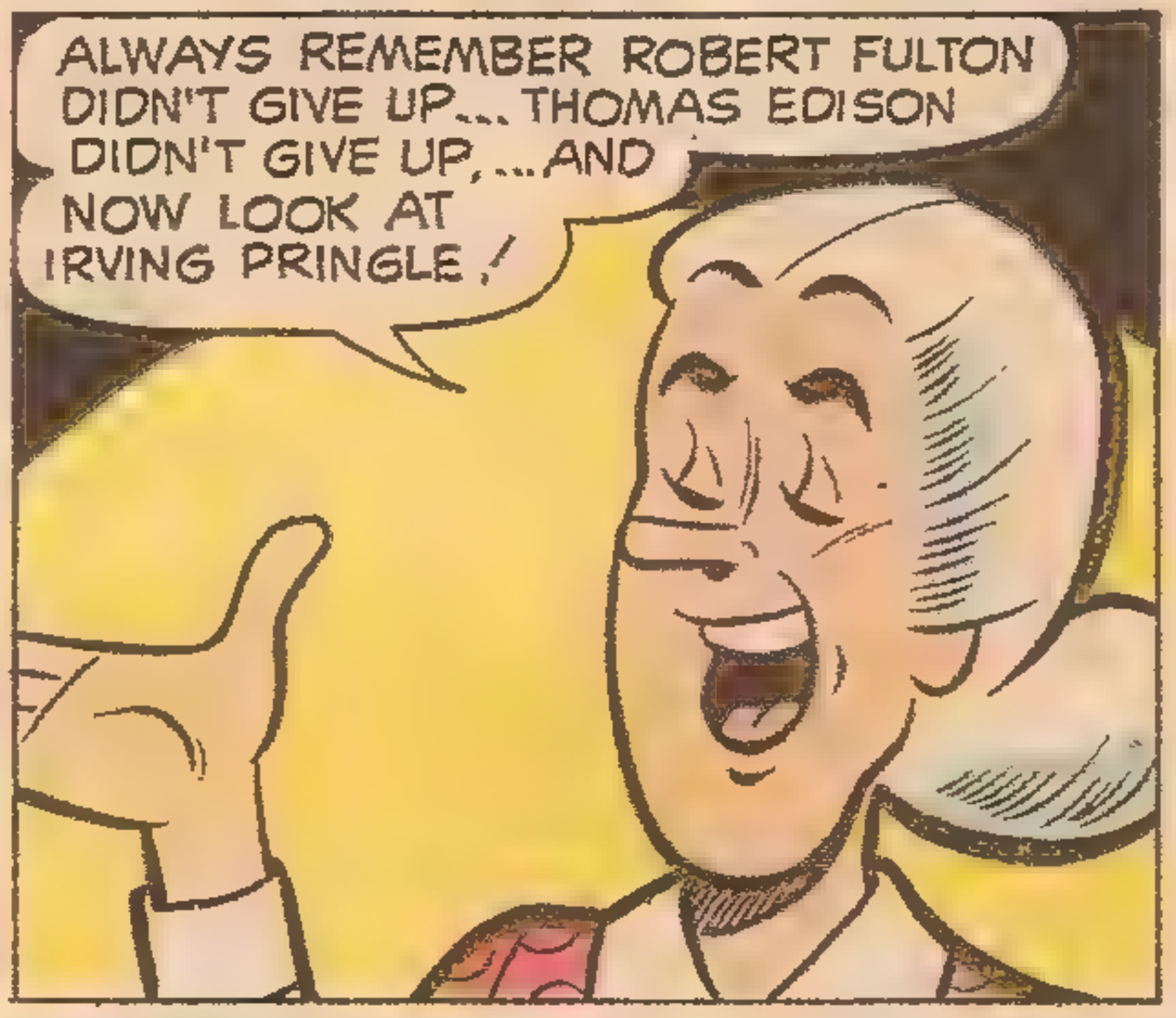
Jughead

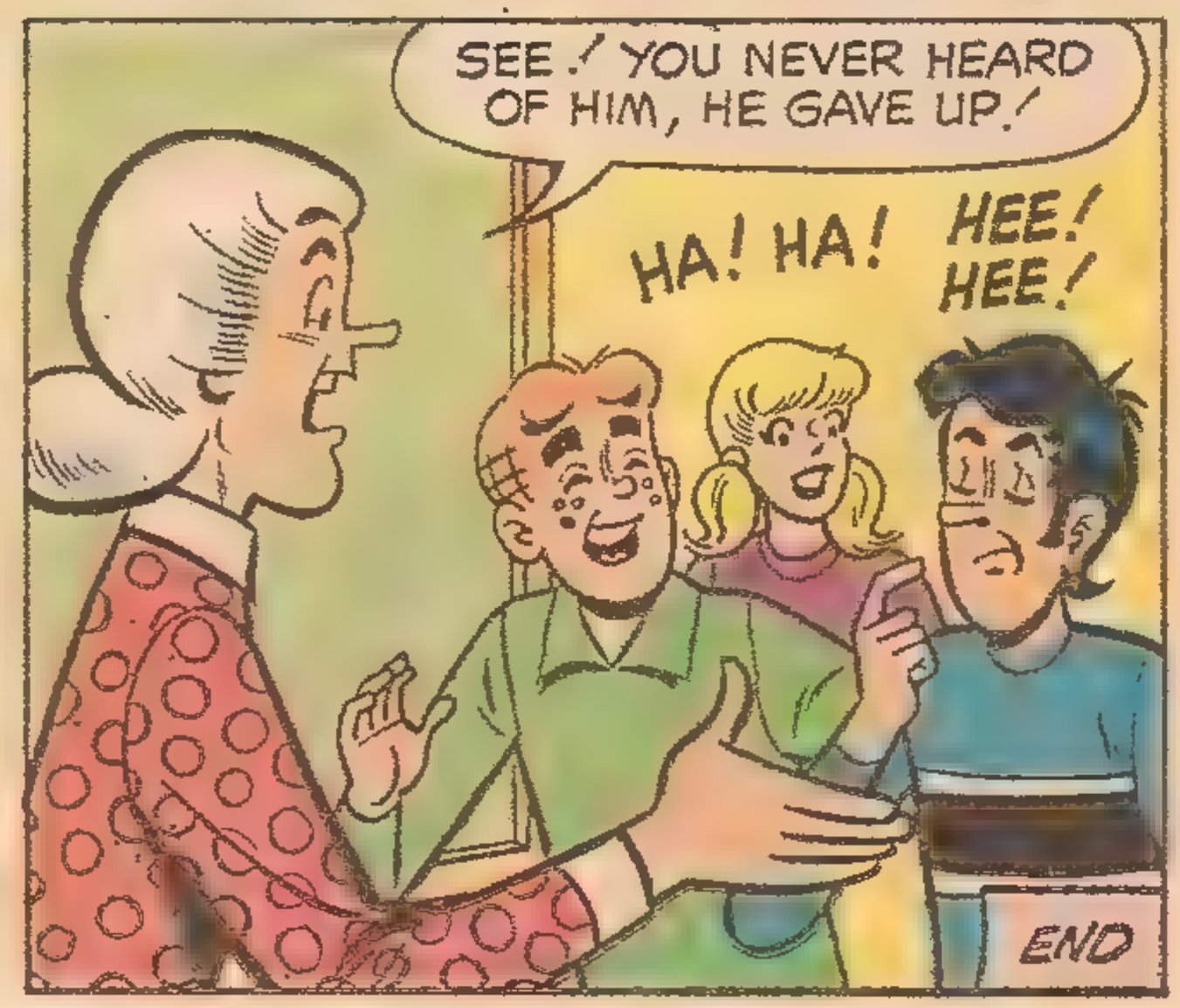
IN

"IF AT FIRST YOU DON'T SUCCEED"





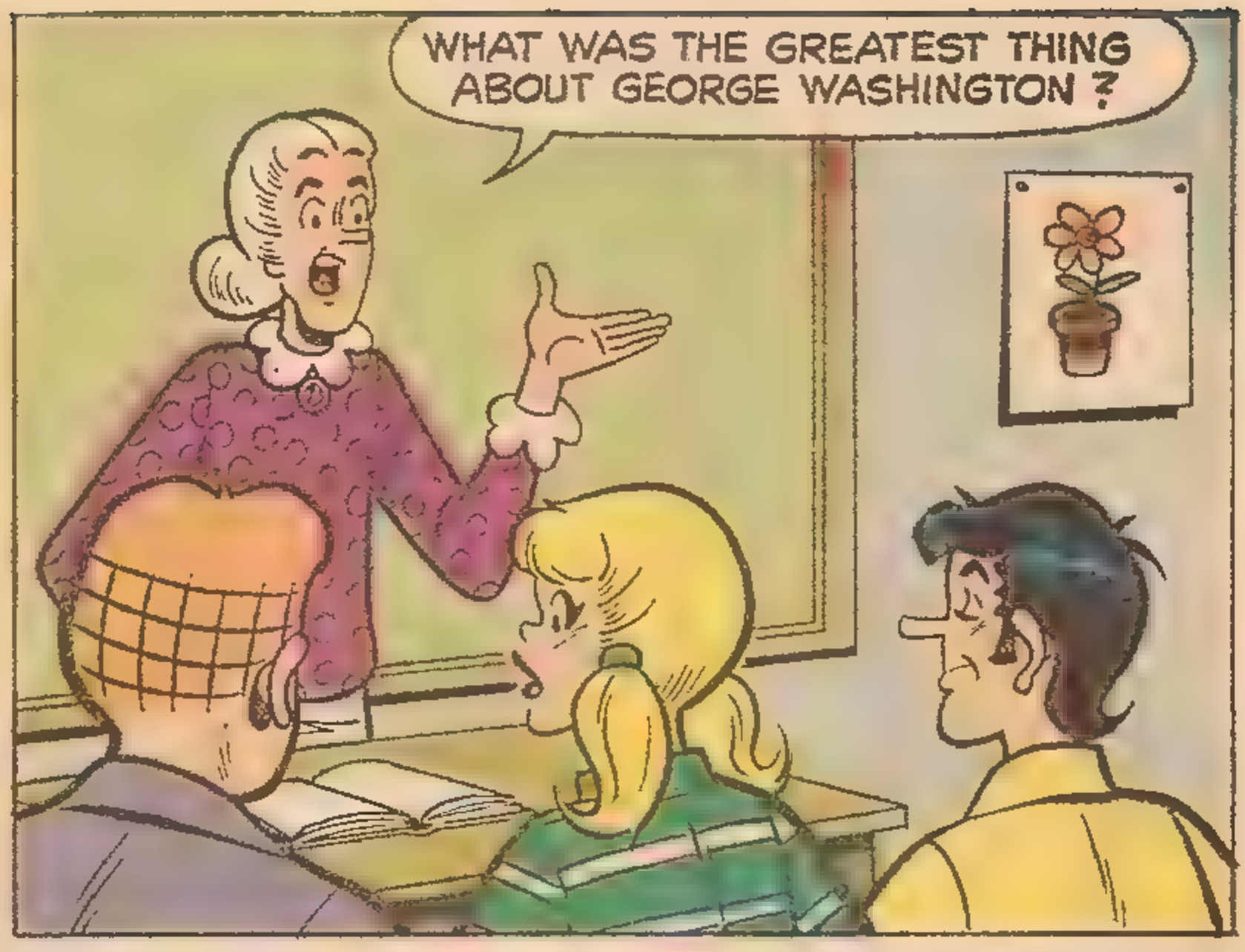


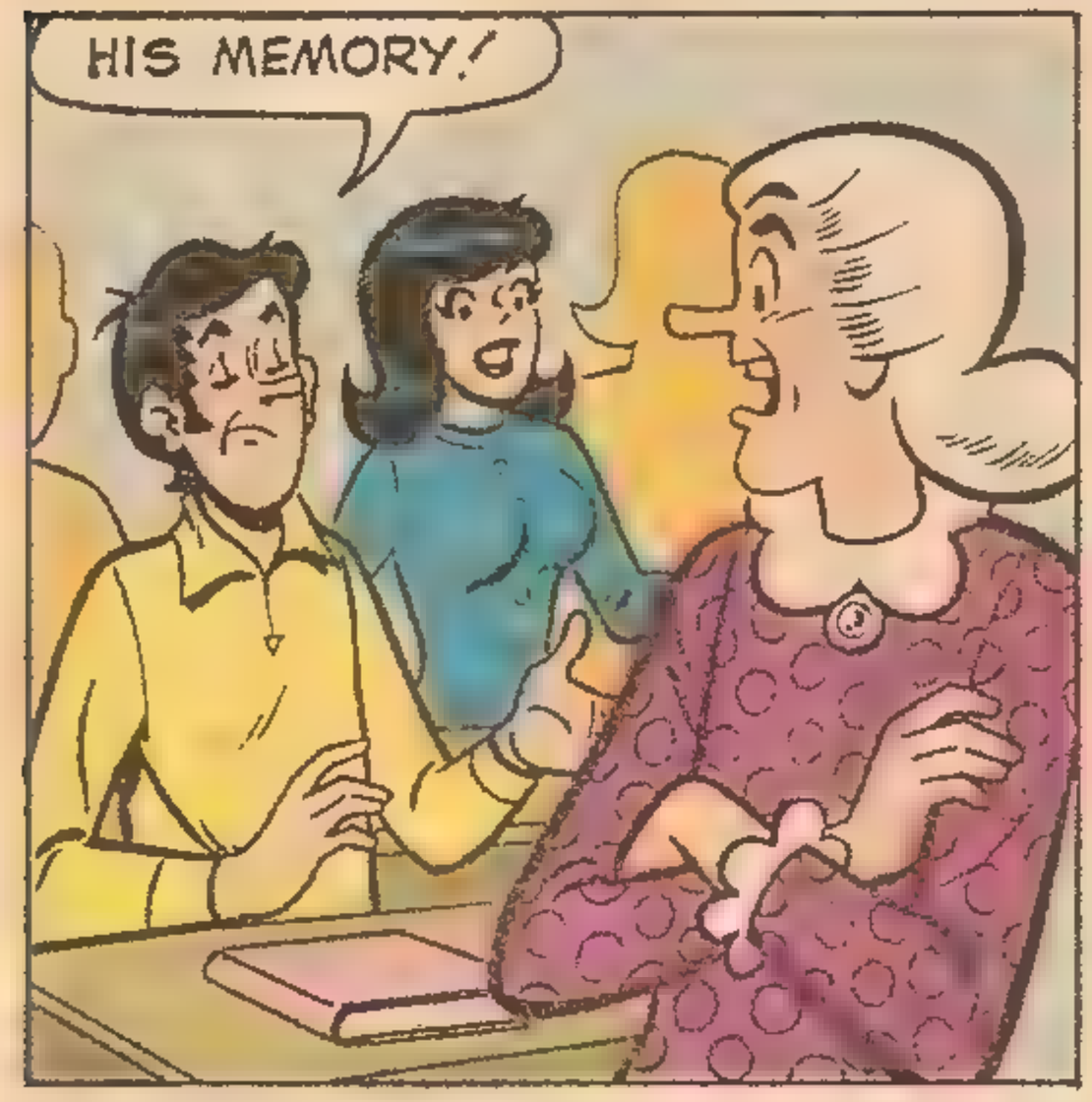


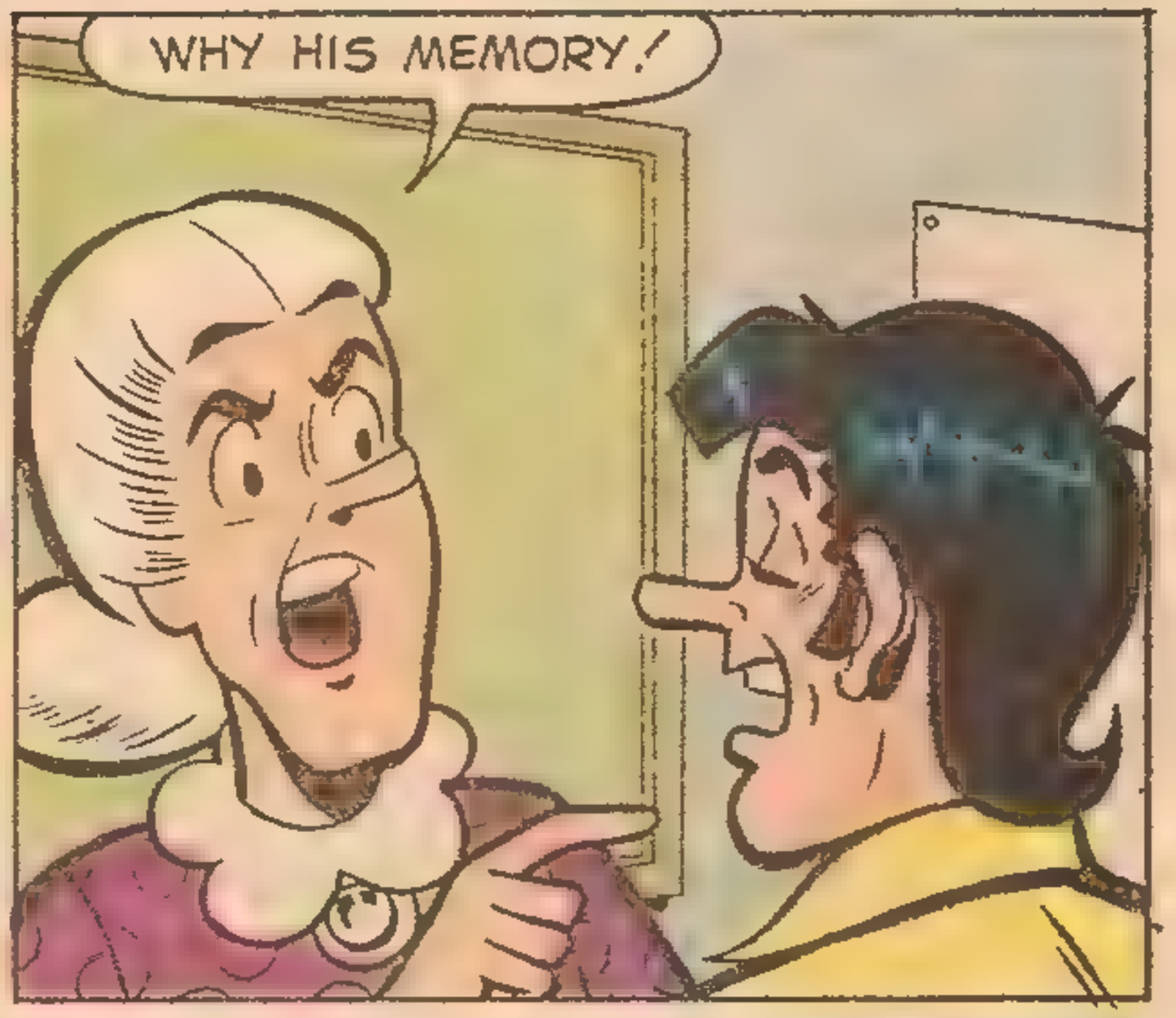
Jughead

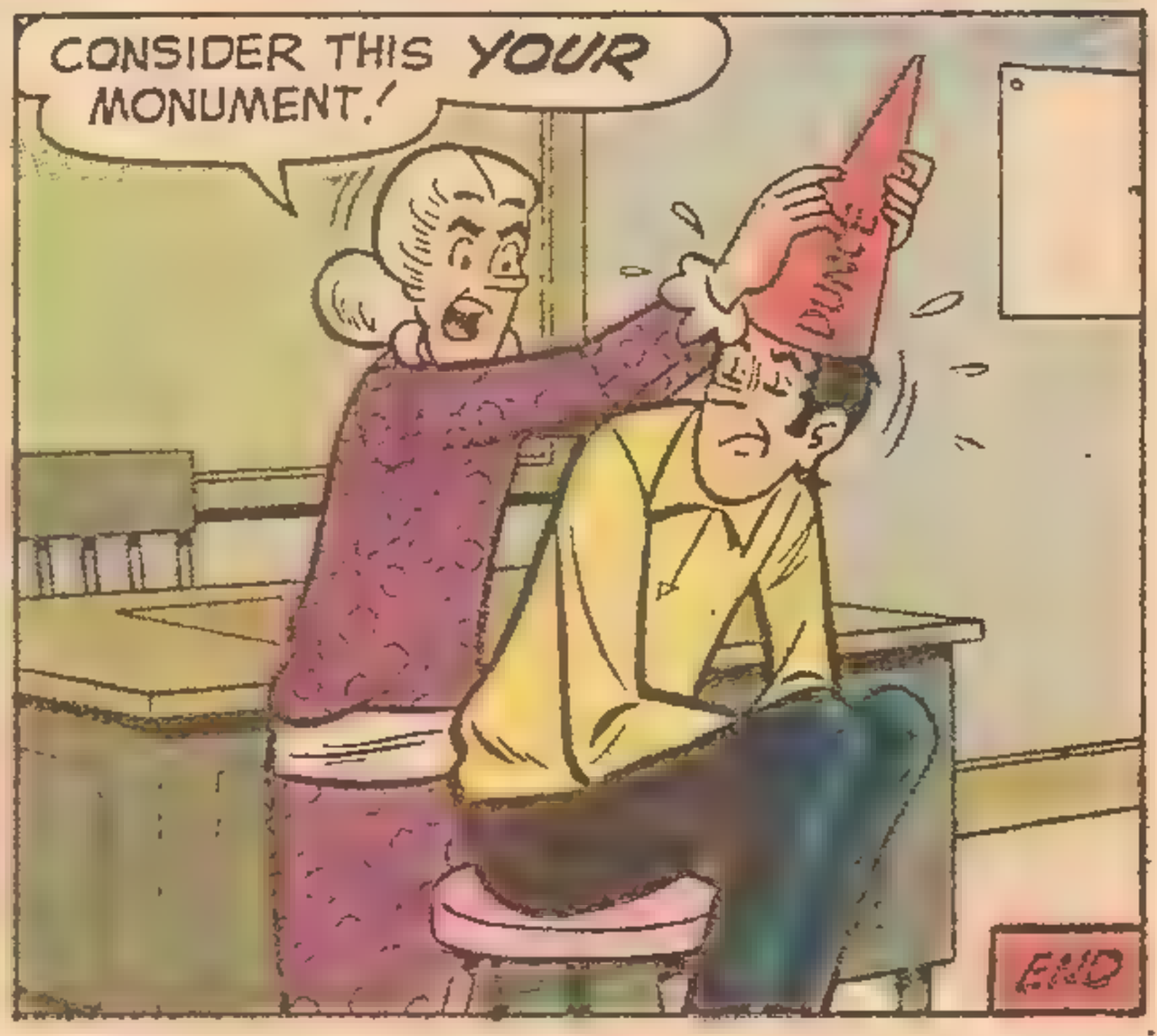
IN

IN THIS CORNER









Jughead

IN

G.L. G.L.

VIC

JON

NEW GUY

DICK

DAN

DON

BARRY

BABS

LUCILLE

TELEPHONE

I HEAR VERONICA HAD A DATE WITH A NEW GUY IN SCHOOL!

CHOCKLIT SHOPPE

YOU DON'T HAVE TO REMIND ME ABOUT THAT!

DON'T LET IT GET YOU DOWN, ARCH!

I CAN'T HELP IT!

WHAT DID SHE SAY ABOUT HIM?

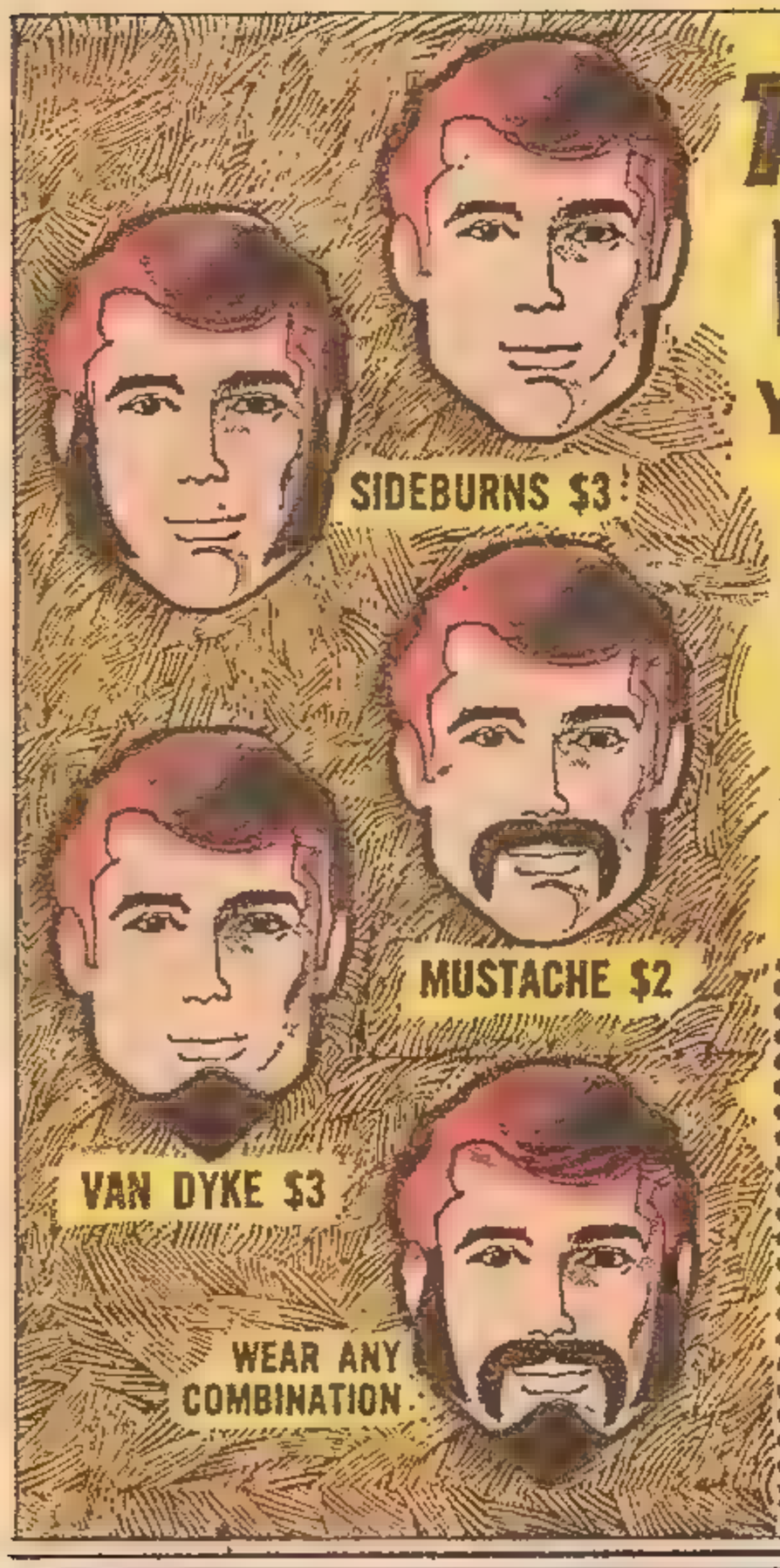
DID YOU HAVE TO ASK?

CHOCKLIT SHOPPE

SHE SAID HE WAS "OUT OF THIS WORLD"!

FORGET IT ARCH! A MARTIAN IS NO COMPETITION FOR YOU!

The END



THE LOOK YOU WANT — WHEN YOU WANT IT!

You will be Amazed at the Exciting Change in Your Personal Appearance!

The Natural Look of these sideburns, mustache, and van dyke actually allows you to select the way you want to look, Older, Younger, Distinguished, Cool, Suave — you name it! Wear each one independently or combine them for the effect you desire — sideburns and van dyke, sideburns alone, van dyke alone, van dyke and mustache. The combinations are limitless!

All items are made of simulated natural hair to exacting professional standards. Firmly self-adhering. Can be worn with self confidence anywhere, anytime. So life-like you will have to remind yourself they can be removed.

FREE with each order, a complete guide that tells how to naturally wear your sideburns, mustache and van dyke.

MAN INTERNATIONAL, 1800 N. HIGHLAND AVE., DEPT. E111, HOLLYWOOD, CALIF. 90028

Yes, I want to choose my appearance. Rush me items I have checked below. I must be completely satisfied or I may return merchandise for a full refund. Check items and color shade you want. If not sure of your hairshade, enclose hair sample.

SEND ME THESE ITEMS:
☐ Mustache $2 ☐ Sideburns $3 ☐ Van Dyke $3 ☐ All Items $5 (Save $3.00)

COLOR:
☐ Light Brown ☐ Medium Brown ☐ Dark Brown
☐ Black ☐ Auburn (Red) ☐ Blonde ☐ Silver (Grey)

Name _____

Address _____

City _____ State & Zip _____

10 WAY HAIRPIECE!

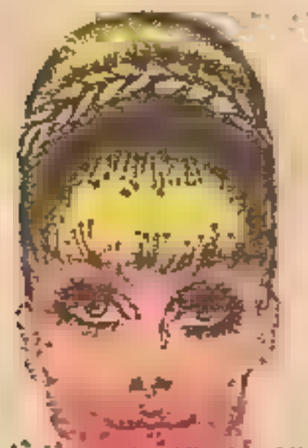
10 GLAMOUR STYLES +

MOD-VOGUE TAIL! The New MOD HAIR-PIECE FOR LIMIT-LESS hair style flattery. IT GOES ON WHEN YOU GO OUT! Natural and real looking . . . Can be washed, shampooed, styled, cut and set like natural hair. FOR CASUAL OR ***Formal Wear*** 100% Glamorous **Dynel**, . . . a big 18 inches in length.

COLOR MATCHED TO YOUR SAMPLE! Your hair is carefully matched by our expert! Include sample of your hair and leave the matching to us! MAIL COUPON NOW!

BE DOUBLY GLAMOUROUS ORDER TWO GLAMOURIZE BOTH SIDES!

YOURS ONLY $1 FREE New MOD-VOGUE illustrated hair style instructions included.



Artist's version of one or more hair pieces in use.

LOW INTRODUCTORY OFFER . . . $1.
Be sure to include sample of hair and $1. (plus 25c postage and handling).
Mail to —
BEAUTY AIDS CO.,
160 Amherst St.,
East Orange, N. J. 07018

© entire contents copywrited 1967

MONEY BACK GUARANTEE COUPON

BEAUTY AIDS CO., Dept. 176
160 Amherst St., East Orange, N. J. 07018

I enclose $1. (plus 25¢ postage and handling) and *hair sample!* Send the MOD-VOGUE HAIRPIECE postage prepaid. My money will be refunded in full if not 100% satisfied. Send _____ hairpiece I enclose $1. plus 25¢ postage and handling for each hairpiece ordered.

Name _____

Street _____

City _____ State _____ Zip _____

LI'L JINX

PAPER WORK

DEAR TEACHER, I WAS THINKING ABOUT WHAT YOU SAID IN CLASS TODAY...

GRRRR... NO GOOO!

SQUOOSH

DEAR TEACHER— YOU ASKED THE CLASS TO WRITE DOWN...

...THE MANY WAYS WE CAN BE...

...THRIFTY!

END

Jughead IN "The COOKING AGENT"

BOOKING AGENT? BOOKING AGENT? POPS, I'M TELLING IT LIKE IT IS! JUGHEAD COULDN'T BOOK AN ELEPHANT INTO A CIRCUS!

YOU DON'T LIKE THE PLACES "THE ARCHIES" HAVE BEEN PERFORMING IN?

POP! THE LAST TWELVE BOOKINGS WERE IN RESTAURANTS OR EATING PLACES OF SOME SORT!

SO WHAT'S WRONG WITH EATING PLACES? I SERVE FOOD MYSELF!

CONTINUED

"HI! I'M JERI LAWRENCE— JERI OF HOLLYWOOD!"

LET ME BE YOUR PHOTO SCOUT! I'LL SEND DIRECT FROM HOLLYWOOD TO YOU!—

FREE STAR PHOTOS!

Not just one, but TWO DIFFERENT PHOTOS of each star you select!

NO LIMIT! Pick as many stars as you like!

Enjoy this thrilling new hobby: start or add to your collection now, with two different photos of each of your favorite stars! Big glossy prints! One studio portrait, plus one action photo! It's easy, it's fun: pick your favorite stars in this list!

Choose from these TOP STARS, *or any others! See instructions below.*

Julie Andrews
Ann-Margret
Lucille Ball
Richard Basehart
Batman (Adam West)
Beatles (together)
George (alone)
John (alone)
Paul (alone)
Ringo (alone)
Brandon Boone
Angela Cartwright
Chris Cary
Larry Casey
Sean Connery
Robert Conrad
Bill Cosby
Robert Culp
Cesare Danova
James Darren
Henry Darrow
Phyllis Diller
Dino, Desi & Billy
James Doohan
James Drury
Patty Duke
Barbara Eden
Ron Ely
Linda Evans
Sally Field
Annette Funicello
Chris George
Lorne Greene
Luke Halpin
Ron Harper
Jonathan Harris
Noel Harrison
David Hedison
Herman's Hermits
David Janssen
Chris Jones
Sajid Khan
De Forest Kelly
Walter Koenig
Marta Kristen
Martin Landau
Michael Landon
Jeri Lawrence
Jerry Lewis
John Leyton
June Lockhart
Richard Long
Lee Majors
Cheryl Miller
Hayley Mills
Cameron Mitchell
Monkees (together)
David (alone)
Micky (alone)
Mike (alone)
Peter (alone)
Liz Montgomery
Billy Mumy
David McCallum
Doug McClure
Peter McEnery
Tom Nardini
Paul Newman
Nichelle Nichols
Leonard Nimoy
Jay North
Ryan O'Neal
Stefanie Powers
Elvis Presley
Bob Random
Gary Raymond
Robin (Burt Ward)
William Shatner
Nancy Sinatra
Mark Slade
Rudi Solari
Elke Sommer
Barbara Stanwyck
Yale Summers
Justin Tarr
Roy Thinnes
Robert Vaughn
Robert Wagner
John Wayne
Guy Williams
Van Williams
Robert Wolders
Efrem Zimbalist

★ FAN CLUB MEMBERSHIPS ★
FOR ANY OF THE STARS LISTED
Join Now, and receive lots and lots of photos (candid and posed) plus a beautifully printed membership card. Lifetime membership fee only $1. Add 25c for postage and handling.

POSTERS
22" x 34"
Now ready for immediate delivery of the following STARS only...
1 The Monkees
2 David Jones
3 Mickey Dolenz
4 Stefanie Powers
5 James Darren
6 Marlo Thomas
7 David McCallum
8 William Shatner
9 Leonard Nimoy
10 Billy Mumy
11 Julie Andrews
12 Dino, Desi & Billy
13 Sally Field
14 Elvis Presley
PRICE - $1 each plus 25c for postage and handling.

INSTRUCTIONS: 1. Print the names of your favorite stars (even if not listed above) on a sheet of paper. 2. For each name you select, enclose 25c to cover mailing and handling cost of both photos. (For extra-quick special service, enclose 25c extra.) 3. Print your own name and address clearly.

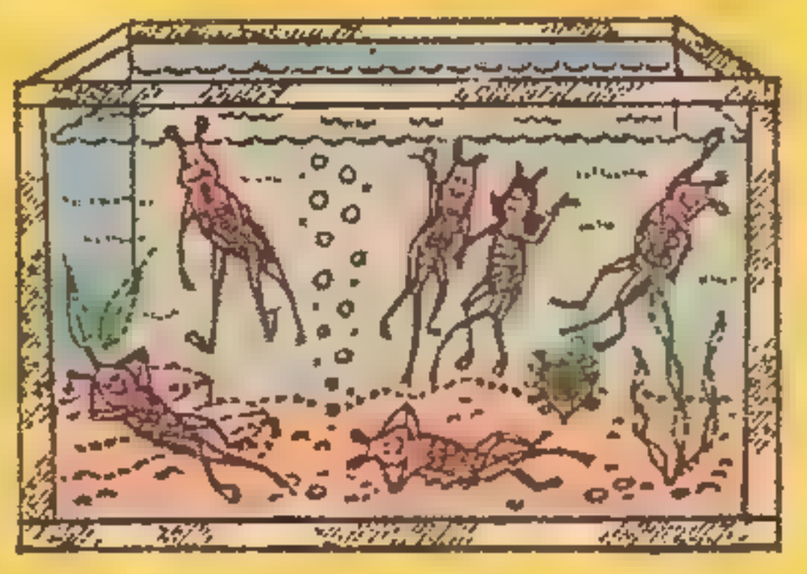
Mail to me at this address:
JERI OF HOLLYWOOD
DEPT. E111
7551 MELROSE AVENUE
HOLLYWOOD, CALIF. 90046

GROW AMAZING LIVE SEA-MONKEYS!©

Just Add Water— you've got "INSTANT LIFE"®

ONLY $1.00

Yes, it's the living truth! In only five minutes you will actually hatch a whole tumbling, playful, happy troupe of Sea-Monkeys that are even more fun than a zoo full of chattering, howling jungle monkeys! World's most amazing new pet, children and adults alike will laugh and thrill with wonderful excitement. Watch the comic antics of these fantastic underwater buffoons that are really alive. Any minute of the day or night, you'll see them chase one another in a playful game of tag. The loser gets caught by his tail and is spun in a dizzy circle. See the "showoffs" turn cartwheels of joy in the water... see the ticklish ones "scratch" each other's backs. Watch them swim singly or in ever-changing graceful formations, creating a live sea-circus.



Watch the Miracle of Life

These genuine living sea animals begin life from a seemingly inanimate handful of glittering crystals which contain the secret of life. A fantastic genetic material that stays alive for as long as twenty years. And these delightful pets that are born alive are so tiny... only three-quarters of an inch long when full grown, you raise an entire troupe in an ordinary glass of water from your sink. It's so safe, just empty the package of crystals we send you into the fish bowl of water and you will immediately see "instant Life." Best of all, you can create a whole new brood at any time, to give as gifts or sell if you wish.

They Obey Your Silent Commands

You can actually make these marvelous Sea Monkeys behave like a bunch of trained seals as they follow a beam of light anywhere. Just darken the room and watch them follow a flashlight or candle beam forward, backward, sideways or around like a pack of happy kids playing Follow the Leader. So don't delay! Order now. Only $1.00 plus 25¢ shipping charges complete.

SALES UNLIMITED 120 EAST 56TH STREET N. Y., N. Y. 10022

FREE: Receive with each order, a magnificent, fully-illustrated "Instant Life" Handbook of instructions, tricks, training and amazing life history of Sea-Monkeys, PLUS—a FULL YEAR'S SUPPLY of special Sea-Monkey Growth Food to Feed your fantastic pets! Note: Sea-Monkeys are so simple to handle, even a 6 year old child can raise them successfully!

MONEY BACK GUARANTEE

SALES UNLIMITED DEPT. AR-8
120 EAST 56TH STREET NEW YORK, N.Y. 10022

Rush me my kit(s) for hatching my live Sea-Monkeys at once. If I am not 100% delighted, I may return it for prompt refund of my purchase price.
I enclose $1 plus 25¢ ship. charges for each kit. Send ___ kit(s).
☐ Cash ☐ Check ☐ Money Order.
Total amount enclosed $_____. (No C.O.D.'s please)

Name_____
Address_____
City_____ State_____ Zip_____

Copyright 1968

MUSICIANS CAN'T COMPETE WITH THE CLATTER OF CROCKERY AND THE CLANGING OF CUTLERY!

AND HIM! HE'S NEVER UP THERE ON THE STAND WITH THE REST OF US!

YOU MEAN HE'S...?

BEEF BURGER

SOUR 25

...ALWAYS IN THE KITCHEN! STUFFING HIS BOTTOMLESS PIT!

I'M A GROWING BOY!

Archie Group 10

WHERE IS HE? WHERE IS THAT HIGH CALORIED CREEP?

IF HE BOOKS ONE MORE EATING PLACE- I QUIT THE GROUP!

S

2

THREE POUNDS I PUT ON! ..IN THE LAST TWO JOBS!

FRANK 'N ROLL

JUG BURGER

SO... WHERE DO YOU WANT TO PLAY?

A GOOD QUESTION!

A LOT OF COMPLAINTS - BUT, NO SUGGESTIONS!... WHERE DO YOU WANT TO BE BOOKED?

INTO A DISCOTHEQUE! MUSIC - DANCING.. MAYBE A COUPLE OF SODAS... BUT, NO FOOD!

HMPH! SOME THANKS I GET FOR ALL THE FOOTWORK I PUT IN GETTING JOBS FOR "THE ARCHIES"!... NEVER ANY APPRECIATION!

POPS PIZZA

BROWN EYED GAL HAS GOT THE BLUES...

HOLD IT! HOLD IT!

REGGIE'S RIGHT! PLAYING IS N.G. WITHOUT THE DRUMS!

OKAY! OKAY! I GOT WHAT YOU WANTED! WE WORK TONIGHT!

WHERE?

THE FACTORY!

GOOD! GOOD! THAT'S NICE WORK!

NO FOOD SERVED?

THIS FACTORY IS STRICTLY FOR MUSIC AND DANCE!

MAYBE WE'LL KEEP JUG ON THE BANDSTAND AT THIS GIG!

MAYBE WE CAN DROP A COUPLE OF POUNDS!

HEY! THAT'S QUITE A PLACE!

I WONDER IF WE HAVE TO PUNCH A TIME CLOCK!

WE OUGHT TO GET TIME AND A HALF FOR WORKING AFTER FIVE!

THE- FACTORY DISCOTHEQUE

OH I DROPPED LULUBELLE OFF THE CLIFFS OF CARMEL

GREAT SOUND!

YOU'RE A GREAT GROUP!

YOU'RE DOING FINE WORK, KIDS! NOW I KNOW WHY "THE ARCHIES" ARE SO POPULAR!

SAY! HOW DID YOU EVER THINK OF USING THIS FACTORY FOR A DISCO?

IT BELONGS TO MY DAD.! HE LETS ME USE IT AFTER WORKING HOURS.!

REALLY? WHAT DOES YOUR FATHER'S FACTORY MAKE HERE?

CANDY!

C-CANDY!?

JUG?

TOO LATE.! HE'S GONE.!

The Archi

HE DID IT AGAIN.! HE DID IT *AGAIN*.!!

WHO? WHO DID WHAT AGAIN.!

CRUNCH!

SMACK!

MUNCH!

SLURP!

YUM.! YUM.! CRUNCHY MOUTH WATERING GOODNESS.! I WONDER WHERE THEY STOCK THE BUTTER CREAMS?

CRUNCHY MUNCHY

CRUNCH!

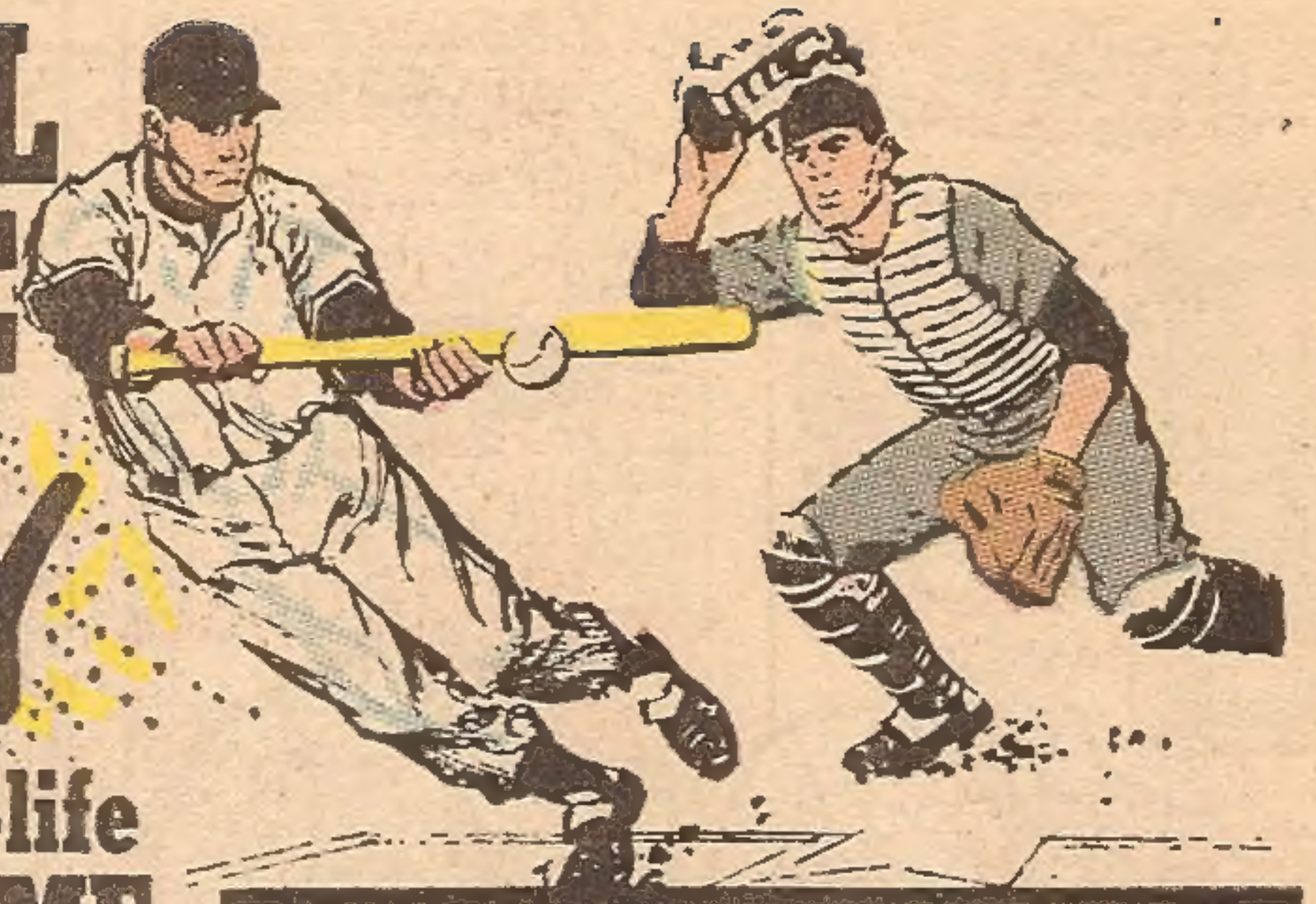
CRUNCHY MUNCHY

CRUNCHY MUNCHY

CRU

The End

BASEBALL FANS ARE CRAZY



about this true-to-life BASEBALL GAME

• PITCHING • HITTING • FIELDING • RUNNING • MANAGING

Easy to play, real thrilling, exciting baseball with STRAT-O-MATIC. 400 big league players perform according to their actual abilities and your managerial decisions.

You, the manager, not only decide lineups, insert pinch-hitters, pinch-runners, and relief pitchers, play your infield "in or deep," and make defensive changes at any time, but also call for the sacrifice, steal, hit-and-run, and squeeze-play. All strategy moves are possible with STRAT-O-MATIC.

You have real control over all 400 major league players — who actually hit, pitch, field, and run according to their baseball abilities.

Each player has truly individual qualities. He slumps and goes into hot streaks, performs heroics and commits errors. With STRAT-O-MATIC all qualities of a ballplayer are realistic.

If you like baseball, you'll love to play STRAT-O-MATIC

Get the entire story. Mail coupon for a colorful FREE BROCHURE containing complete information and FREE SAMPLES today! Offer limited. Don't delay. Write today while supply lasts!

FANS RAVE

Here are just a few of the hundreds of letters we receive every week, from baseball fans aged 8 to 80, from coast to coast!

STRAT-O-MATIC BASEBALL is the best baseball game I ever have had. Kids swamp over the back porch to play this game! Boy, it is a lot of fun! Thank you for making such a wonderful game. *—P. C., Attleboro, Mass.*

Just like real baseball. It is fun to play. *—G. V., Cincinnati, O.*

As close to realism as one can get and therefore far more superior to other competing baseball games. *—F. T., Manila, P.I.*

Although it's fantastically realistic, it's also very simple to play. *-A. F., Los Angeles, Calif.*

I'm one hundred percent satisfied with it. The game provides hours of fun for me and my friends. It's very realistic, and true to life. *—C. H., Lanett, Ala.*

The best baseball game. It is realistic and yet not too difficult to play. *—P. M., Port Huron, Mich.*

Thank you for creating such an exciting yet realistic game and putting a shine to what might have been a boring summer. *—N. S., Los Angeles, Calif.*

Boys are waiting in line to play the game! *—A. H., Chicago, Ill.*

It has given me more pleasure than any other game. *—S. E., Rossville, Ind.*

The most exciting and fun game ever. *—L.S., Boston, Mass.*

It is so stupendous, words can't explain. *—J. R., Brooklyn, N. Y.*

Best on the market. *—J. E., Miami, Fla.*

Has given me more enjoyment than I have ever had from any one thing in my entire life. It's worth its weight in gold. As I love baseball, this game gives me something enjoyable to do during the off seasons as well as during the season. *—S. C., Temple City, Calif.*

STRAT-O-MATIC GAME CO., Inc., Box 541, Great Neck, N. Y. 11020

MAIL COUPON NOW FOR FREE Sample Offer!

STRAT-O-MATIC GAME CO., Inc., Dept. 599, Box 541, Great Neck, N.Y. 11020

Send exciting FREE STRAT-O-MATIC Baseball Game offer and samples. I enclose 10 cents in coin or stamps to cover postage and handling.

Name _____

Address _____

City _____ State _____ Zip _____

Be a Sales Leader Who Picks the Prizes

Fabulous

or Chooses the Cash

$100 a box

for Selling the Personalized Christmas Cards

They're in

that Sell Themselves

FROM FREE ALBUM

You Win!

Join Sales Leadership Club

EXTRA BONUS
Free Gifts For Re-Orders!

JOIN THE CLUB THAT GIVES YOU MORE...

- **FREE ALBUM** of Actual Christmas Cards — Yours to Keep!
- **AMAZING VALUE** top quality cards with **NAME IMPRINTED FREE** for **LESS THAN 6¢ EACH!**
- **FINEST SELECTION FOR EVERYONE** — Sell Faster, Easier!
- **NO BOXES TO CARRY OR RETURN!**
- **NO RISK — NO OBLIGATION — NO INVESTMENT!**

IT'S EASY TO BE A SALES LEADER
GET FABULOUS PRIZES OR CASH

Just fill in postage-free coupon and mail at once — no envelope necessary! We'll enroll you as a club member and rush everything needed to start you on the way to earning the prizes of your choice — ALL AT NO COST TO YOU!

For many years, thousands like you have followed the Sales Leadership Club plan to success just by showing our easy-to-carry Personalized Christmas Card Album to friends, relatives, neighbors and businessmen. The beautiful cards practically sell themselves . . . so you take orders at the bargain price of only $2.95 per box, containing as many as 50 cards, depending upon designs selected — EACH CARD WITH NAME IMPRINTED FREE!

Many valuable prizes can be yours for selling ONLY 6 BOXES, and there's no limit to the number you can earn! If you prefer cash instead of a prize, you may keep $1.00 for each box sold. That's all there is to it! GET STARTED TODAY — THE PROVEN SALES LEADERSHIP WAY!

Life Is Great When You're A Winner.
Everyone Who Tries Can Win!

Postage Will be Paid by Addressee

BUSINESS REPLY MAIL
First Class Permit No. 3105, Springfield, Mass.

No Postage Stamp Necessary If Mailed in the United States

SALES LEADERSHIP CLUB

Dept. S9A6

Springfield, Mass. 01101

Fold Over ↑ Don't Cut! Just Seal (Paste, Staple or Scotch Tape)

Enroll me as a member. Rush FREE Membership Card, Christmas Card Album, Prize Catalog and full details on how to earn prizes or cash.

Name _____

Address _____ Apt. No. _____

City _____ State _____ Zip _____

Just A Few Of Our Terrific Prizes In Free Catalog

SENIOR CARPENTER'S CHEST
Sell Only 6 Boxes

FAMILY POOL TABLE
Sell Only 30 Boxes

FOLK GUITAR
Sell Only 6 Boxes

WORKING HO TRAIN with POWER PACK
Sell Only 12 Boxes

INSTANT LOAD FLASH CAMERA OUTFIT
Sell Only 6 Boxes

SLEEPING BAG
Sell Only 6 Boxes

HI-RISER BIKE (BOYS or GIRLS MODEL)
Sell Only 24 Boxes

600 POWER ILLUMINATED MICROSCOPE
Sell Only 6 Boxes

"YORKY" TERRIER RADIO
Sell Only 6 Boxes

VISIBLE V-8 ENGINE
Sell Only 6 Boxes

3-SPEED SUPER SPORT FLAIR BIKE
Sell Only 36 Boxes

5 TRANSISTOR WALKIE-TALKIES
Sell Only 12 Boxes

12 TRANSISTOR PORTABLE RADIO OUTFIT
Sell Only 6 Boxes

GAS POWERED RYAN PT-20
Sell Only 6 Boxes

DENNY McLAIN ELECTRIC BASEBALL GAME
Sell Only 6 Boxes

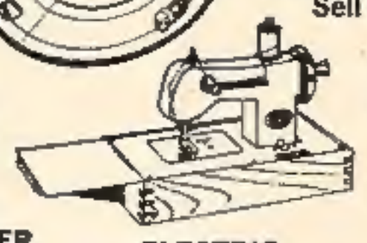
PORTABLE HAIR DRYER
Sell Only 12 Boxes

BOYS or GIRLS WRIST WATCH
Sell Only 6 Boxes

GIRLS PENDANT WATCH
Sell Only 6 Boxes

GENERAL ELECTRIC RADIO/WALKIE-TALKIE BASE STATION
Sell Only 18 Boxes

PORTABLE TAPE RECORDER
Sell Only 12 Boxes


ELECTRIC SEWING MACHINE
Sell Only 6 Boxes

LIVE SEA HORSE CORRAL
Sell Only 6 Boxes

POLAROID SWINGER CAMERA with FLASH
Sell Only 12 Boxes

SNARE DRUM RHYTHM SET
Sell Only 12 Boxes

4-SPEED PHONOGRAPH
Sell Only 12 Boxes

INFLAT-A-TENT
Sell Only 6 Boxes

AUTOMATIC ILLUMINATED SLIDE VIEWER
Sell Only 6 Boxes

THIS ENTIRE FOLD-OVER COUPON FORMS A NO-POSTAGE-REQUIRED BUSINESS REPLY ENVELOPE

CHEERFUL CARD COMPANY, Dept. V-8
White Plains, New York 10606

YES, RUSH MY CHRISTMAS CARD SAMPLE KIT

I want to make extra money. Please rush me immediately leading boxes on approval for 30 day free trial plus FREE samples of personalized Christmas cards and stationery, FREE 80-page Full Color Catalog of money-making Gift Items and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional FREE money-making literature, catalogs, special offers and seasonal samples on approval as they become available.

Fill in your name and address below — No stamp necessary

Name_____
PLEASE PRINT

Address_____ Apt. No.____

City_____ State_____ Zip Code____

If writing for an organization, give its name here_____

DO NOT CUT HERE ▼ JUST FOLD OVER, SEAL AND MAIL THIS ENVELOPE—NO STAMP NECESSARY

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY MAIL
First Class Permit No. 589, White Plains, New York

CHEERFUL CARD COMPANY
20 Bank Street
White Plains, New York 10606

Dept. V-8

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW, FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY - No Stamp Necessary
Cut Along Dotted Line

FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW • No Stamp Necessary

DO YOU NEED EXTRA MONEY?

It costs you nothing to try

$100.00 IS YOURS

for selling only 100 boxes of our new Satin Splendor Christmas Card assortment. You make $1.00 for selling 1 box, $2.00 for 2 boxes, $10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards.

Cut out entire Business Reply Coupon below—mail it today —and we will send you immediately leading boxes on approval —plus FREE samples of personalized Christmas Cards and stationery. No experience necessary.

IT COSTS YOU NOTHING TO TRY

Last year some folks made only $25 to $50 while others made $150—$250—$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

NEW! SATIN SPLENDOR CHRISTMAS ASSORTMENT 21 really deluxe cards Exciting different

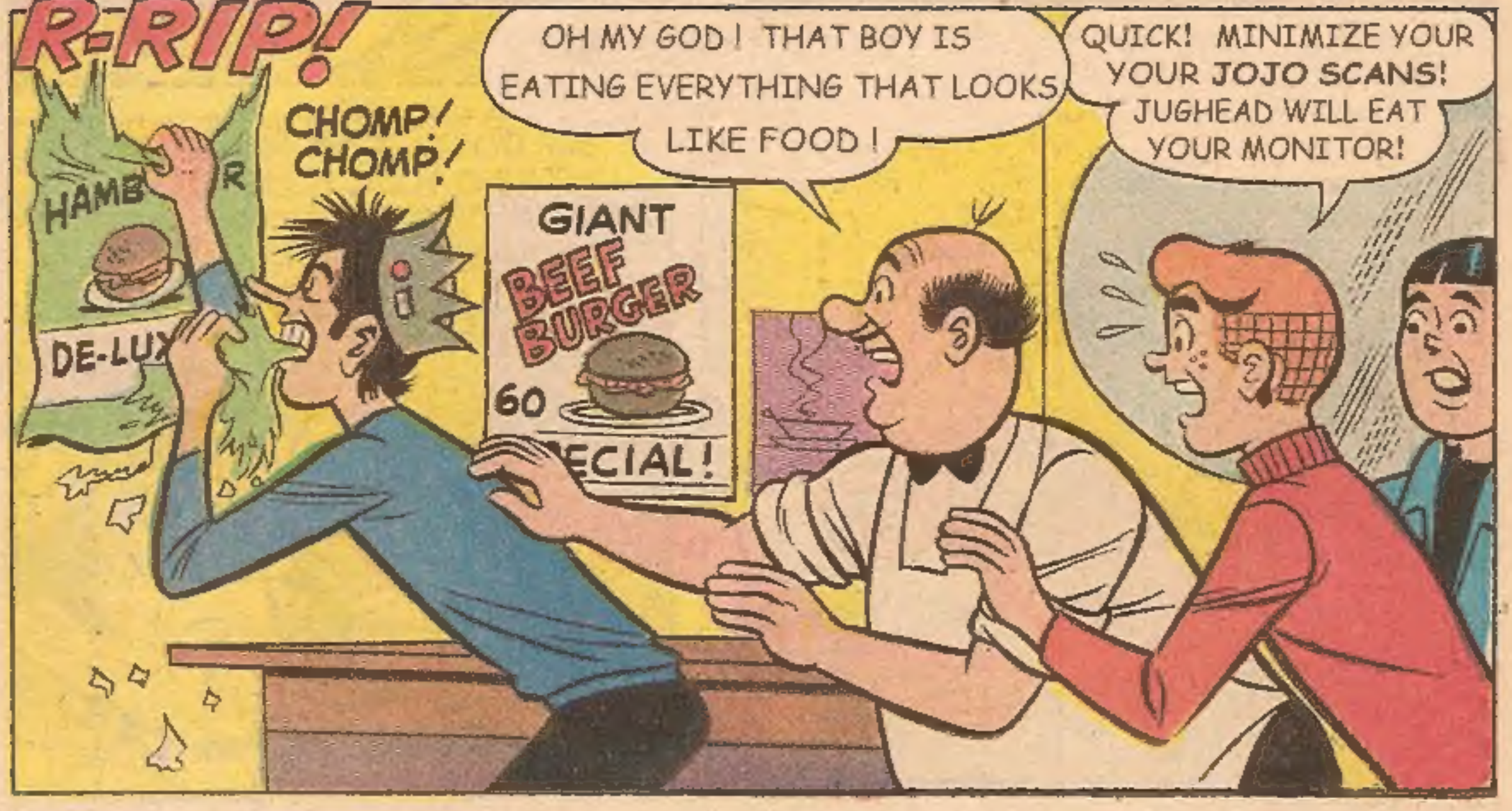
NEW! DELUXE CHRISTMAS GIFT WRAPPING ASSORTMENT 18 gay colorful large sheets Terrific

As Featured in GUARANTEED MAGAZINE PARENTS'

NEW! PRECIOUS PETS ALL OCCASION ASSORTMENT 10 delightful animals reproduced as giant size cards suitable for framing

NEW! RADIANT ROSES STATIONERY ENSEMBLE Lovely rich vellum sheets with matching envelopes

FREE SAMPLES PERSONALIZED CHRISTMAS CARDS, STATIONERY and CATALOG OF OUR ENTIRE LINE


R-RIP!
CHOMP! CHOMP!
HAMB R
DE-LUX
OH MY GOD! THAT BOY IS EATING EVERYTHING THAT LOOKS LIKE FOOD!
GIANT
BEEF BURGER
60
ECIAL!
QUICK! MINIMIZE YOUR YOUR JOJO SCANS! JUGHEAD WILL EAT YOUR MONITOR!